

KitchenAid®

NEW KITCHENAID® TOASTERS: LARGE CAPACITY, SLEEK DESIGN

TORONTO (June 8, 2015) – Further enhancing this home kitchen essential, KitchenAid has designed new 2- and 4-slice toasters with increased functionality and a virtually seamless design. These newest additions to the KitchenAid toaster collection made their debut this past March at the International Housewares Show in Chicago.

The 4-Slice Toaster, featuring a long slot and extra wide 1½” slots, can accommodate everything from English muffins and breakfast pastries to thickly-sliced artisan breads. In addition to their larger slots and sleek design, these toasters also offer enhanced programmability and ease of use, for example, multiple setting stages like bagel, defrost and keep warm can all be selected at once, and the toaster will move through the settings on its own.

For added convenience, both toaster models include an Extra Lift feature to easily remove smaller slices that can be harder to grasp once toasted. A Peek & See mode allows for easy monitoring of toasting progress without stopping the toaster, while a handy Keep Warm Mode keeps foods warm for up to three minutes after toasting has ended. Seven settings, including Bagel, Defrost and Reheat, allow for precise toasting at any level.

Additional features include an easy-to-clean, smudge-resistant metal housing and push to release crumb tray. The cord tucks neatly underneath the base of the toaster, freeing up additional counter space and making for convenient storage. Both models will be available in the Summer of 2015 in Contour Silver, Empire Red and Onyx Black. Suggested retail prices are \$149.99 for the 2-slice model and \$179.99 for the 4-slice model.