

# KitchenAid®

FOR THE WAY IT'S MADE.®

Media contacts:	Kim Roman	Jill Sciuto	Beth Robinson
	Digitas	Digitas	KitchenAid
	212.350.7822	646.735.7582	269.923.4770
	<a href="mailto:kim.roman@digitas.com">kim.roman@digitas.com</a>	<a href="mailto:jill.sciuto@digitas.com">jill.sciuto@digitas.com</a>	<a href="mailto:beth_l_robinson@kitchenaid.com">beth_l_robinson@kitchenaid.com</a>

FOR IMMEDIATE RELEASE:

## KITCHENAID RETURNS TO CELEBRATE FIFTH ANNIVERSARY OF FOOD NETWORK NEW YORK CITY WINE & FOOD FESTIVAL

BENTON HARBOR, Mich (October 5, 2012) - KitchenAid, the brand known for its iconic stand mixer and other essential kitchen gear, will return as a major sponsor of the Food Network New York City Wine & Food Festival presented by *Food & Wine* October 11-14, 2012. Celebrating its fifth anniversary, the four-day festival features over 130 events highlighting the best of the city's wine, food and spirits.

The latest KitchenAid® major and small appliances will be featured in the festival's Grand Tasting, open from noon to 6 p.m. on Saturday and Sunday. An event favorite, the Grand Tasting offers culinary demonstrations from celebrity chefs along with the opportunity to sample an array of fine wines, spirits and menu items from the area's top restaurants. Chefs scheduled to demonstrate their talents on fully-equipped KitchenAid® brand stages include Paula Deen, Giada De Laurentiis, Guy Fieri, Bobby Flay, Masaharu Morimoto, Rachel Ray, Ming Tsai and Andrew Zimmern.

"In addition to the chef demos and tastings, the Grand Tasting is a great environment for experiencing all that KitchenAid has to offer," says Beth Robinson, senior brand experience manager for KitchenAid. "We're looking forward to sharing our latest and greatest with this audience of passionate cooks and food lovers."

Twice each day of the Grand Tasting, attendees will have a chance to win the new KitchenAid® Personal Coffee Maker. This compact coffee model, engineered to deliver great tasting coffee, has a uniquely designed 18-oz. carafe that can be easily transformed into a travel mug. To enter to win, attendees must simply tweet their photos from the chef demonstrations in the Grand Tasting to @KitchenAidUSA using #NYCWFF. KitchenAid will choose a selection of the best photos and announce the winners during the festival.

The KitchenAid display kitchen in the Grand Tasting will offer attendees the chance to learn about some of the newest KitchenAid® appliances. They include a new **double wall oven** featuring Even-Heat™ Technology that provides the most even baking\*, as well as the industry's largest capacity available; \*\* a **freestanding electric range with an induction cooktop**; and a new **French door Preserva® refrigerator**

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## KITCHENAID RETURNS TO NEW YORK CITY WINE & FOOD FESTIVAL/Page 2

incorporating several advanced technologies that work together to maximize freshness and extend the life of food.

Also being showcased are the brand's iconic stand mixers in all of their latest colors, along with other small appliance essentials, from die-cast model food processors and blenders to toasters and waffle bakers.

Since the introduction of its legendary stand mixer in 1919 and first dishwasher in 1949, KitchenAid has built on the legacy of these icons to create a complete line of products designed for cooks. Today, the KitchenAid brand offers virtually every essential for the well-equipped kitchen with a collection that includes everything from countertop appliances to cookware, ranges to refrigerators, and whisks to wine cellars. Cook for the Cure®, the brand's partnership with Susan G. Komen for the Cure® is now in its eleventh year and has raised over \$8 million to help find a cure for breast cancer. To learn why chefs choose KitchenAid for their homes more than any other brand\*\*\*, visit [www.KitchenAid.com](http://www.KitchenAid.com) or join us at <http://facebook.com/KitchenAid> and <http://twitter.com/KitchenAidUSA>.

About the Food Network New York City Wine & Food Festival presented by FOOD & WINE:

The Food Network New York City Wine & Food Festival is hosted by and benefits the Food Bank For New York City and Share Our Strength's No Kid Hungry® campaign, 100% of the Festival's net proceeds go toward helping these community based organizations fight hunger. Southern Wine & Spirits of New York is the exclusive provider of wine and spirits at the Festival. More information about the Festival can be found at [nycwff.org](http://nycwff.org).

\*Versus leading brand single cavity 30" freestanding electric and gas ranges.

\*\* KitchenAid models K\*RS306B and higher versus highest MSRP models of leading brand 30" electric and gas single cavity freestanding ranges, based on browning performance.

\*\*\* Based on a 2012 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals.

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