

# **KitchenAid®**

FOR THE WAY IT'S MADE.®

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## **NEW COLORS FOR KITCHENAID® PROFESSIONAL 600™ SERIES STAND MIXER**

BENTON HARBOR, Mich. (July 17, 2012) – KitchenAid, the forerunner in bringing color to kitchen appliances, has introduced six eye-catching new colors to its lineup of Professional 600™ Series stand mixers. These latest additions to the KitchenAid color palette are Cobalt Blue, Espresso, Gloss Cinnamon, Green Apple, Pink, Majestic Yellow and Tangerine.

“Beyond well-crafted products for those who love to cook, KitchenAid is committed to offering consumers new ways to accent their kitchens and express their personalities,” says Beth Robinson, senior manager of brand experience for KitchenAid. “It’s amazing how even relatively small splashes of color can enliven a kitchen.”

Made for cooks who think big, the Professional 600 Series™ stand mixer is equipped with a high-performance, professional-level motor and a 6-quart polished stainless steel wide-mouth bowl. The mixer includes a pouring shield, dough hook, flat beater and wire whip, and is currently available at a suggested retail price of \$569.99.

KitchenAid pioneered color in the kitchen over five decades ago when it introduced Petal Pink, Sunny Yellow, Island Green and Satin Chrome appliances at Atlantic City’s International Housewares Show in 1955. The latest color offerings add to the more than 40 colors and finishes currently available for its stand mixers. Color also is found throughout the KitchenAid collection in both electric and nonelectric offerings such as gadgets and utensils, cutlery, bakeware and cookware.

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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>.

\* 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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