

The KitchenAid® Stand Mixer: Ninety Years of Quality

Since KitchenAid first brought amazing convenience to American kitchens 90 years ago, cooks have enjoyed using our products to mix up their own delicious innovations. From *Crunchy Whole Grain Bread* to *Rustic Dried Cherry Salad*, **KitchenAid® Best-Loved Recipes** encompasses a tantalizing array of dishes that are sure to delight your senses and please your palate. We hope you'll find the past interesting and the future taste-tempting as you try our exciting appetizers, main courses, breads, and desserts.

A Humble Beginning

The history of the iconic KitchenAid stand mixer began with a chance encounter between an overburdened baker and an industrious engineer. The year was 1908, and Herbert Johnston, an engineer at the Hobart Manufacturing Company in Troy, Ohio, was watching the baker mix bread dough with an age-old iron spoon. Convinced there had to be a better way, Johnston set to work developing an 80-quart electric stand mixer. Less than seven years later, professional bakers across the country had



an easier and more efficient way of getting the job done.

The amazing new labor-saving machine caught on so quickly, the U.S. Navy ordered stand mixers for its three new battleships: the *California*, the *Tennessee*, and the *South Carolina*. By 1917, the stand mixer was classified as "regular equipment" on all U.S. Navy ships. The product's overwhelming success prompted Hobart engineers to design a smaller model that could be used in home kitchens. But World War I interfered, and the concept would have to wait until peacetime returned.

1919: The Birth of Unprecedented Quality

The year 1919 was truly a time of change. The gray days of war were giving way to the gaiety of the Roaring '20s, and an era of prosperity and progress was upon us. Like other war munitions plants across the country, the Troy Metal Products Company (a subsidiary of Hobart), revived its peacetime

KITCHENAID APPLIANCE HISTORY TIME LINE

1883	1908	1914	1919	1920	1923	1926
<p><i>The history of KitchenAid appliances can be said to parallel the history of advancing technology in the United States. The origins of the company are more than a century old, rooted primarily in two inventions—the dishwasher and the stand mixer—that were conceived 25 years apart in two small Midwestern towns.</i></p>	<p>Socialite Josephine Cochrane of Shelbyville, Illinois, is determined to invent a mechanical way of cleaning dishes, so she experiments with spraying hot, soapy water on plates. Three years later, the Garis-Cochrane Manufacturing Company (whose name was chosen to hide that its president was a woman) is issued the first of several patents for her commercial dishwasher. Twenty years later, she develops a home model.</p> 	<p>Engineer Herbert Johnston sees a baker mix bread dough with a heavy iron spoon. Convinced there has to be a better way, he begins designing the first commercial stand mixer.</p>	<p>The Model H-5, the first stand mixer for the home, is introduced. Called "the best kitchen aid" by an executive's wife, a brand is born, and the KitchenAid trademark is registered with the U.S. Patent Office.</p> <p>The Model H-5 offers attachments that do everything from slicing to straining, branding KitchenAid stand mixers as versatile "food preparation tools." Today's KitchenAid stand mixers can be converted to various kitchen tools such as a pasta maker, sausage stuffer, food grinder, citrus juicer, and ice cream maker via more than a dozen optional attachments.</p> <p>Interestingly, all stand mixer attachments will fit any KitchenAid stand mixer, including the original.</p>	<p>The Model H, an 80-quart capacity commercial stand mixer designed by Johnston, hits the market. Within three years, it is specified as standard equipment on all U.S. Navy ships.</p>	<p>The KitchenAid Manufacturing Company is created. KitchenAid stand mixer operations move to Troy, Ohio.</p>	<p>KitchenAid launches an advertising campaign for its home stand mixer in the national media.</p>  <p>KitchenAid acquires the Crescent Washing Machine (one of the names used for Josephine Cochrane's design after her death) and changes the name to Warewasher.</p>



efforts, and set to work on the Model H-5 stand mixer—the first electric “food preparer” for the home.

Wives of Troy executives were commissioned to test the initial prototypes. After a successful trial run, one famously reported, “I don’t care what you call it, but I know it’s the best kitchen aid I have ever had!” A brand name was born, and the first KitchenAid stand mixer was unveiled to the American consumer in 1919. The H-5 was the first in a long line of KitchenAid stand mixers that utilized “planetary action,” a revolutionary design that rotated the beater in one direction while moving it around the bowl in the opposite path, and included time-saving attachments such as a food grinder and a juicer.

The new stand mixer rolled off the assembly line at the rate of four per day, but retailers were initially hesitant to carry the unique product. Undeterred, the company’s largely female sales force set out to sell the 65-pound H-5 door to door. They gave in-home demonstrations to groups of modern women looking to simplify their lives with an exciting new machine that could mix, beat, cut, cream, slice, chop, grind, strain, and freeze.

Innovation and quality have always been the hallmark of KitchenAid appliances, and as the decades wore on, the company focused on meeting consumer’s changing needs. When urbanization brought Americans into smaller city dwellings, KitchenAid responded with the Model G, a less



KITCHENAID APPLIANCE HISTORY TIME LINE

1927	1935	1936	1937	1941	1942	1946	1955	1962	1970	1986	1992
<p>The Model G stand mixer is introduced. Lighter and more compact than the H-5, it sells 20,000 units in its first three years on the market. Early users of these machines include John Barrymore, Henry Ford, and Ginger Rogers.</p> <p>KitchenAid portable dishwashers first hit the market. The following year, the front loader is introduced, followed by the slide-out dish rack.</p>	<p>Nationally acclaimed industrial designer Egmont Arens is retained to design three new stand mixer models.</p> <p>The Arens-designed Model K is introduced. In August, two Arens-designed home coffee mills, models A-9 and A-10, join the KitchenAid product lineup. KitchenAid production moves to Dayton, Ohio.</p>	<p>On the eve of World War II, KitchenAid launches Arens’ Model K5A. All three Arens-designed stand mixers are virtually unchanged today.</p>	<p>The Dayton plant converts to munitions manufacturing, and during the course of the war, wins four “E” awards for excellence. KitchenAid purchases two buildings in Greenville, Ohio for future production.</p>	<p>The end of World War II sees the resumption of peacetime production, which is moved from Dayton to Greenville, Ohio. KitchenAid introduces the KD-10 dishwasher designed for home use. Unlike other residential dishwashers that simply splash water on dishes, it distributes water through a pressurized system.</p>	<p>The 4½-quart-capacity Model K45 is introduced. The most popular KitchenAid stand mixer ever, the K45 is still an important model in the line.</p> <p>KitchenAid enters the cooking business by purchasing the Chambers Range Company, which was founded in 1912 in Shelbyville, Indiana.</p> <p>KitchenAid unveils stylish new stand mixer colors at the Atlantic City Housewares Show. Colors include Petal Pink, Sunny Yellow, Island Green, Satin Chrome, and Antique Copper.</p>	<p>KitchenAid offers a complete suite of large appliances for the kitchen by adding a refrigerator to their growing product lineup.</p> <p>KitchenAid blenders join the KitchenAid line of portable appliances.</p>	<p>Harvest Wheat and Avocado are added to the list of available stand mixer colors.</p>				



