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FOR IMMEDIATE RELEASE:

**KITCHENAID INTRODUCES NEWEST EYE CANDY:  
ARTISAN DESIGN STAND MIXER COLLECTION**

BENTON HARBOR, Mich (Oct. 13, 2010) - It's a workhorse that some refer to as "jewelry for the countertop." Its distinctive shape, like that of the Coca Cola bottle and iPod, is trademarked. And it's one of the most coveted of all holiday and bridal registry gifts, topping the lists of established and aspiring cooks alike. Anyone with the KitchenAid Stand Mixer on their wish list should know about the latest eye-catching Artisan Design stand mixer collection featuring metallic finishes in Candy Apple Red, Electric Blue and Sugar Pearl with a clear glass bowl replacing traditional stainless steel.

"This is an entirely new finish that we debuted when we introduced our limited edition 90<sup>th</sup> Anniversary stand mixer last year. The finish and color, along with the glass bowl, elicited such a positive response that we designed a new collection with additional colors in this rich, metallic finish that would not be limited," notes Debbie O'Connor, senior manager of brand experience for KitchenAid. "While the finish evokes the look and feel of a beautiful high-end sports car, the colors were inspired by foods like sugar pearls used to decorate elegant cookies and cakes, as well as summer berries and candy apples."

KitchenAid has been a color leader in appliances since first introducing colorful stand mixers in 1955, and today offers over 40 colors and finishes for cooks to choose from. Beyond white, some of the most popular colors have been red, blue and black along with metallic finishes like chrome and nickel.

"Since modern design is so open and the kitchen is no longer cut off from the living area, it's become a magnet for gathering," says O'Connor. "Similar to the living room, homeowners want to display beautiful things in their kitchen that reflect their personality and displaying a stand mixer on the counter in a bold color is one way to do that."

The Artisan Design stand mixers are currently available in Electric Blue, Candy Apple Red and Sugar Pearl and will carry a suggested retail price of \$399.

The stand mixers feature a glass bowl with a pour spout and measurement markings; stainless steel bowls that fit the mixer are also available for separate order. The mixers feature a tilt-head design for easy bowl

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access and can accommodate eight to nine cups of flour. A 10-speed slide control ranges from a very slow stir to a fast whip. Its 67-point planetary mixing action spirals to 67 different touch points within the bowl for quick, complete mixing and the highest beater-to-bowl coverage in the industry. Every model includes three basic accessories: a flat beater for mixing batters, making pie dough or mashing potatoes; a dough hook for kneading everything from soft dough to stiff pizza dough; and a wire whip for beating egg whites and whipping cream.

By using any of more than a dozen optional attachments, the stand mixer's powerful motor can be tapped for everything from grinding grain and meat to kneading dough, slicing vegetables, rolling and cutting pasta, and even making ice cream.

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. Over 90 years later, the KitchenAid brand now 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. To learn why chefs choose KitchenAid for their homes more than any other brand\*, visit [www.KitchenAid.com](http://www.KitchenAid.com).

\*Based on a 2010 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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