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FOR IMMEDIATE RELEASE:

THREE SURE-FIRE GIFTS FOR THE WELL-EQUIPPED KITCHEN

BENTON HARBOR, MI (October 29, 2010) – There was a time when coffee makers and toasters were humble kitchen necessities and countertop ovens were little more than toasters on steroids. They were fine as housewarming gifts, but unlikely to elicit a “wow!” when opened as a holiday present.

Those days are long gone, thanks in part to KitchenAid, makers of the iconic stand mixer and other high performance small and major appliances. The newest KitchenAid models were designed not only satisfy the most demanding coffee connoisseurs, the most persnickety toast lovers, and the most serious cooks and bakers, but to deliver the kind of heft and eye-catching good looks that have put the stand mixer at the top of so many gift lists.

“Like the stand mixer, our new coffee makers, toasters and countertop ovens were made to work hard and look great on the countertop,” says Deb O’Connor, senior manager of brand experience for KitchenAid. “And what’s better than a gift that’s used and enjoyed every day?”

Brewer-Friendly Coffee Makers

Unlike built-in water receptacles, which can be difficult to keep clean and collect coffee grinds, the new KitchenAid models feature removable water tanks that are easy to clean and fill, allowing for fresh water for every pot brewed. The removable tank also eliminates two traditional steps in the brewing process that many find challenging first thing in the morning: precisely filling the carafe with a specific amount of water and carefully pouring the water into the top of the coffee maker.

The coffee makers feature a flat brew basket to help maximize flavor extraction from coffee grinds, along with advanced shower heads designed for optimal steeping. Automatic front-loading baskets allow for spill-free filling and easy cleaning. Variable strength brewing and a one-to-four cup brewing option ensure great taste, even when making small pots. Stop functions, cleaning alerts, variable warming control and time since last brewed features all work together to take the guesswork out of perfecting the ideal brew. Choices include models with a 10-cup thermal carafe, a 12-cup glass carafe, a 12-cup thermal carafe or a 14-cup glass carafe. They are available in Contour Silver or Onyx Black; suggested retail prices start at \$99.

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Giving Bread Its Due Respect

While toasting bread is among the simplest of kitchen tasks, getting consistent results and even browning time after time can be frustratingly elusive. In addition to smart features that help ensure even toasting, the new all metal KitchenAid toasters offer such thoughtful touches as extra wide slots, a toasting countdown bar, button controlled motorized lifts and LCD digital displays.

Other features include a defrost button for thawing frozen items before toasting; a toasting progress bar that counts down toasting time; a bagel button for toasting just the interior side of the bagel; and a high lift lever to help avoid burning fingers. All models are available in Contour Silver or Onyx Black, and in both 2- and 4-slice versions, at suggested retail prices starting at \$69.

A True Oven for the Countertop

Proving once again that great things often come in small packages, the new countertop ovens have more in common with KitchenAid wall ovens than traditional toaster ovens. Offered in 10- or 12-inch capacity, both feature a high quality, hefty metal design, durable doors with large windows, stable racks and soft touch knobs, all echoing the look and feel of a traditional oven. For easier cleaning, broil pans and drip pans are dishwasher safe. For enhanced baking, crisping and even browning, the 12-inch model will be available with convection.

Unlike many other countertop ovens, KitchenAid models feature 60-120-minute timers that can be used for every setting from bake to broil. At the bake setting they maintain a steady temperature of up to 450 degrees, without requiring long preheat times or high energy usage. The new countertop ovens, available in Contour Silver and Onyx Black, will carry suggested retail prices starting at \$99.

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. Celebrating its 90th anniversary in 2009, 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.

*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.