



FOR THE WAY IT'S MADE.®

PRESS BULLETIN



Press Contacts: Kim Roman
Digitas
212/350-7822
KRoman@digitas.com

Debbie O'Connor
KitchenAid
269/923-3382
Deborah.H.O'Connor@KitchenAid.com

FOR IMMEDIATE RELEASE:

SPECIAL CANDY APPLE RED STAND MIXER MARKS ENDURING BRAND'S 90TH ANNIVERSARY

CHICAGO (March 22, 2009) – KitchenAid, the brand that changed American kitchens forever with the introduction of its iconic stand mixer in 1919, its first home dishwasher in 1949 and first countertop appliances in color in 1955, is marking its 90th anniversary with a special edition stand mixer in Candy Apple Red. As a tribute to earlier models, the new 5-quart Artisan® Series stand mixer will include a clear glass bowl in place of the stainless steel bowl currently provided, along with a 90th anniversary insignia on the mixer's trim band.

“In addition to being the product that started it all for KitchenAid, the stand mixer remains the standard for everything we create,” notes Debbie O'Connor, senior manager of brand experience for KitchenAid. “We've never lost sight of the brand's original guiding principle that everything carrying the KitchenAid name should make time spent in the kitchen more enjoyable.”

According to O'Connor, the KitchenAid brand name was born when wives of company executives were asked for help in naming the stand mixer and one replied, “I don't care what you call it, I know it's the best kitchen aid I've ever had.”

Also as part of its anniversary celebration, KitchenAid, through its publisher Publications International, Ltd., has released a new cookbook, *KitchenAid Best Loved Recipes* that includes many recipes for the stand mixer. These include everything from making bread dough with the mixer's dough hook and homemade sausage with its optional sausage stuffer attachment to creating homemade lasagna noodles with an available pasta maker attachment set. Currently available at major retailers nationwide, the book was created to “give cooks the sense of accomplishment that comes from cooking from scratch at home,” said O'Connor.

- more -

SPECIAL CANDY APPLE RED STAND MIXER MARKS ENDURING BRAND'S 90TH ANNIVERSARY/Page 2

The 90th anniversary Candy Apple Red Artisan® Series stand mixer, available in the summer at a suggested retail price of \$399, will feature a glass bowl with a pour spout and measurement markings. Stainless steel bowls will also be available to fit the new mixers. The Artisan® Series stand mixer features a tilt-head design for easy bowl 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 powerful motor of this kitchen workhorse can be tapped for everything from grinding grain and meat to kneading dough, slicing vegetables, rolling and cutting pasta, and even making ice cream. Optional attachments for the stand mixer include a slicer and shredder, fruit and vegetable strainer, food grinder, grain mill, citrus juicer and sausage stuffer; a pasta roller and a ravioli maker; several pasta cutters (including fettuccine, spaghetti, angel hair and wide noodle); and an ice cream maker. Prices on individual attachments range from a suggested retail price of \$34.99 to \$159.99. Special attachment sets, including a pasta kit and a gourmet specialty attachment pack, also are available.

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 September 2007 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals and the American Culinary Federation when asked about refrigerators, ovens, cooktops, ranges, dishwashers, microwave ovens, electric mixers, blenders, food processors, kitchen gadgets and toasters.

#

NOTE TO PRESS: Please visit the KitchenAid online press room at www.kitchenaid.com/press to download high resolution product images and view the latest KitchenAid press releases.

About Publications International, Ltd.: Lincolnwood, Illinois-based Publications International, Ltd. (PIL) is a leading cookbook publisher offering a wide range of specialty cookbooks. With more than 500 employees, including one of the largest creative staffs of any U.S. business, PIL has provided consumers and retail partners with products defined by creativity, quality and value for more than 40 years. For inquiries on *KitchenAid Best Loved Recipes* please contact Su Bermingham, 847/329-5737.