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FOR IMMEDIATE RELEASE:

### **KITCHENAID OVENS NOW AVAILABLE FOR THE COUNTERTOP**

CHICAGO (Mar. 14, 2010) – Proving once again that great things often come in small packages, KitchenAid is introducing three new countertop ovens that have more in common with its high-performance wall ovens than traditional toaster ovens. The new collection, making its debut at the International Home + Housewares Show, is scheduled for availability in late summer. It includes a model with traditional cooking capabilities, a second that adds convection and a third adding both convection and steam-assisted cooking.

“Why devote valuable counter space to an appliance offering limited performance when you can have a real oven capable of perfectly roasting a chicken, baking a crisp-crust pizza or adding significant cooking capacity during the holidays?” asks Debbie O’Conner, senior manager of brand experience for KitchenAid. “While larger than an ordinary toaster oven, these ovens deliver big oven performance from the countertop in a smaller, space saving, energy saving package.”

The new KitchenAid countertop ovens are available in 10, 12 or 13-inch capacities. All models feature a high quality, hefty metal design. Durable doors, large windows, stable racks and soft touch knobs echo the look and feel of a traditional oven, while broil pans and dishwasher safe drip pans allow for easier cleaning. For enhanced baking, crisping and even browning, convection is available with the 12 and 13-inch models.

Special features on the 13-inch model include a unique water chamber that creates steam, a cooking technique long favored by professional chefs for everything from proofing bread to tenderizing meats. Introducing steam into the cooking process helps to produce finished dishes that retain more internal moisture while the convection still allows for the browning, crisping and caramelizing that enhances the flavor, texture and appearance of many foods. This model also includes digital controls and

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pre-programmed cook times for taking the guesswork out of timing, and a 13-inch pizza stone for baking perfectly browned breads, pizza and other baked goods.

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. In addition to cooking performance, they offer a toaster setting with a seven-shade toast indicator, along with warming and keep warm functions.

The new countertop ovens will carry suggested retail prices ranging from \$99 to \$159 for the 10- and 12-inch models and \$279 for the 13-inch model.

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 September 2010 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.

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