



FOR THE WAY IT'S MADE.®

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

Lisa Travnik  
Digitas  
212/822-4522  
lisa.travnik@digitas.com

Debbie O'Connor  
KitchenAid  
269/923-3382  
oconndh@kitchenaid.com

FOR IMMEDIATE RELEASE:

**GLASS BOWL GIVES KITCHENAID STAND MIXER VINTAGE LOOK,  
ADDED VERSATILITY**

CHICAGO (March 14, 2010) – For many who simply had to have the 90<sup>th</sup> anniversary Stand Mixer introduced by KitchenAid last year, it was the mixer's shiny, Candy Apple Red finish that sealed the deal. For others, it was the mixer's clear glass bowl, whether for its vintage good looks or the practicality of its pouring spout and etched measurement markings. This year, in deference to those who already own a mixer, no matter what the color, KitchenAid will offer the glass bowl as a separate purchase, allowing for the same retro look and added convenience at a fraction of the cost of the anniversary model.

The glass bowl, which fits all 5-quart Stand Mixer models, is scheduled for availability in the spring at a suggested retail price of \$79.99.

“The bowl is a tribute to our earlier models, which paved the way for all KitchenAid products that followed,” said Debbie O'Connor, senior manager of brand experience for KitchenAid. “Beyond the vintage look, the bowl adds even more versatility to what is arguably the most versatile of all kitchen tools.”

The bowl's added measurement lines help bakers and cooks follow recipes with less work, making complex tasks that much simpler. Measurements are labeled with both English and metric systems to eliminate any confusion. A convenient pour spout and strong glass handle are both elegant and practical. Clear glass also makes it easier to see ingredients, which can simplify projects and enhance the view for those watching or assisting, particularly children.

-more-

## **GLASS BOWL GIVES KITCHENAID STAND MIXER VINTAGE LOOK, ADDED VERSATILITY /Page 2**

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 90<sup>th</sup> 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](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.

# # #

**NOTE TO PRESS:** Please visit the KitchenAid online press room at <http://www.kitchenaid.com/flash.cmd?#/page/inside-kitchenaid-press-room/> to download high resolution product images and view the latest KitchenAid press releases.