



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

David Tobin
Digitas
646/735-7717
DTobin@digitas.com

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

FOR IMMEDIATE RELEASE

GIFTS FOR COOKS FROM KITCHENAID

Benton Harbor, MI (October 1, 2008) – Almost 90 years after introducing its iconic stand mixer, KitchenAid now offers virtually everything for the well equipped kitchen, from small and major appliances to cookware, gadgets and, yes, even the kitchen sink. But while cooks are likely to welcome any of its premium products as a gift, two can be found at the top of holiday wish lists year after year: the essential stand mixer and its equally versatile sibling, the food processor. Both are available in a variety of colors and models, and both offer optional accessories that expand their versatility and provide ready-made gift ideas for future holidays.

LATEST KITCHENAID COLORS

Though classic white has held its position as the number one choice of Stand Mixer gift purchases, KitchenAid offers this stylish kitchen workhorse in over 40 colors and finishes, from blue willow to tangerine.

“The modern kitchen has evolved into one of the main gathering places in the home, so today’s cooks are creating spaces that go beyond function to make personal design statements,” notes Debbie O’Connor, senior manager of brand experience for KitchenAid. “Nothing enlivens a kitchen like a splash of color, and KitchenAid offers a broad palette of colorful, high performance appliances to choose from.”

Pear and the Martha Stewart Blue Collection are the latest colors to be offered by KitchenAid. Products available in Pear include the Artisan® Series Stand Mixer and five-speed blender. The Martha Stewart Blue Collection, currently available exclusively at Macy’s, includes the Artisan® Series Stand Mixer, a five-speed blender and a seven-speed hand mixer.

KITCHENAID® STAND MIXER AND ATTACHMENTS

Despite its name, the KitchenAid® stand mixer does far more than simply mix, and for those who don’t yet own one, it’s likely to be at the top of the wish list. A power hub accommodates more than a dozen optional attachments, each tapping its powerful motor to perform a different function, from grinding meat and slicing vegetables to rolling out and cutting pasta dough and making ice cream.

The stand mixer is available in a choice of either a tilt-head or a bowl-lift design. The tilt-head design features easy bowl access and can accommodate eight to nine cups of flour. The professional style bowl-lift design accommodates 12-14 cups, enough to make up to 13 dozen cookies or eight loaves of bread.

-more-

GIFTS FOR COOKS FROM KITCHENAID/Page 2

Optional attachments 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 \$34.99 to \$159.99. Special attachment sets, including a pasta excellence kit and a gourmet specialty attachment pack are also available.

KITCHENAID® FOOD PROCESSORS

Already a favorite among serious cooks and a leading consumer magazine which gave it top ratings, the KitchenAid food processor collection offers a range of models to suit every need and type of cook. Optional accessory discs for various models include a French fry cutting disc, julienne disc, Parmesan/ice grating disc and additional slicing and shredding discs.

KitchenAid® Ultra Wide Mouth™ 12-Cup Food Processor

Its extra large feed tube is designed to save time and effort in food preparation by easily accommodating tomatoes, cucumbers, potatoes and other large food items with a minimum of pre-sectioning or slicing. A narrow feed tube and pusher located inside the larger food pusher enables consistent slicing of slender ingredients from carrots to pepperoni.

The Ultra Wide Mouth™ models feature three bowls that nest inside each other for easy storage. They include a 12-cup work bowl, an exclusive 10-cup Chef's Bowl and 4-cup mini bowl with blade for smaller tasks, such as chopping garlic and herbs. Available in Brushed Nickel, Onyx Black, Red and White suggested retail prices range from \$269.99 to \$329.99.

Additional features found on all KitchenAid food processors include a powerful induction motor, a smooth Clean Touch™ control pad, a rounded body with no crevices to trap ingredients, and a heavy duty base designed for stability, durability and quiet operation. All models include a specially shaped spatula to easily remove food from the bowls and blades

KitchenAid® 12-cup Food Processor

This model features a 12-cup work bowl and 4-cup mini bowl with its own mini blade, as well as the same blades and accessories as the Ultra Wide Mouth™ Food processor minus the egg whip, citrus press and chef's bowl. It is available in Chrome, Empire Red, Onyx Black, White and Pink at a suggested retail price of \$249.99.

KitchenAid® 9-cup Food Processor

Available in White and Chrome at a suggested retail price of \$199.99, this model offers both a 9-cup capacity work bowl and a 4-cup mini bowl and mini-blade. It includes a multipurpose blade, one slicing and shredding disc, and a dough blade.

GIFTS FOR COOKS FROM KITCHENAID/Page 3

KitchenAid® 7-cup Food Processor

This convenient size requires little counter space yet is large enough to handle many food processing tasks. Available in White, Empire Red and Onyx Black at a suggested retail price of \$149.99, it includes a 3-cup mini bowl, a mini-blade for smaller tasks, a multi-purpose blade and a reversible slicing/shredding disc. Also available is a 7-cup model in white, minus the 3-cup mini-bowl, at a suggested retail price of \$129.99

KitchenAid® Chef's Chopper® Food Processor

Yet another option useful for smaller processing jobs is the 3-cup capacity Chef's Chopper® food processor, featuring a powerful motor and stainless steel multipurpose blade with a reverse spiral action for efficient chopping, mincing, blending and emulsifying. A pulse feature offers additional control when a lighter touch is needed. All bowls, blades, discs and accessories are dishwasher safe. Available in Chrome, White, Empire Red, Onyx Black and Pink at a suggested retail price of \$49.99.

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. From small appliances to cookware, ranges to refrigerators, and whisks to wine cellars, KitchenAid now offers virtually every essential for the well-equipped kitchen. To learn why chefs choose KitchenAid for their homes more than any other brand*, visit www.KitchenAid.com.

PLEASE NOTE: To download high resolution product images and view the latest press releases, please visit the KitchenAid online press room at www.kitchenaid.com/press.

*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.

###