



FOR THE WAY IT'S MADE.®

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FOR IMMEDIATE RELEASE:

**NEW SLOW COOKER FROM KITCHENAID,  
FOR WHEN TIME IS OF THE ESSENCE**

CHICAGO (March 6, 2011) – Leave it to KitchenAid, maker of kitchen essentials since 1919, to prove once again that while time and patience are often keys to great cooking, the amount of time spent preparing food can almost always be minimized with the right equipment. Few products make this case better than the new KitchenAid 6-quart Slow Cooker, which allows cooks to quickly assemble a few simple ingredients, set a single control, walk away for hours and return to the kind of deeply flavorful, comforting dish that only slow cooking can produce.

“Paradoxically, slow cookers are great for cooks who are pressed for time,” says Debbie O’Connor, senior manager of brand experience for KitchenAid. “There’s something tremendously satisfying about putting just a bit of time in the morning into prepping ingredients and then returning home at the end of the day to a wonderful meal.”

Making their debut at the 2011 International Home + Housewares Show and scheduled for availability this fall, the new KitchenAid slow cookers will carry suggested manufacturer’s retail prices of \$99.99 for a traditional lidded version and \$129 for a model with a center-hinged, flip-open lid, both in stainless steel. The model with the innovative flip-open lid makes it ideal for parties and self-serve buffets. It can be opened from either side, allowing dishes to be served without removing and finding space for the lid, while minimizing heat loss and keeping favorite dishes warm for service.

Both models feature a digital display and attractive, Black Onyx ceramic insert designed to go from the slow cooker to the table. The 6-quart oval vessel can easily accommodate most any recipe, from chili for a crowd to whole roasts. Both models also utilize a 400-watt heating element to quickly heat food to USDA-recommended temperatures, combined with an advanced temperature management system that helps keep food moist and tender.

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According to O'Connor, these new slow cooker models offer precise and flexible temperature options allowing the ability to choose the right temperature for any recipe. The High setting is ideal for soups or sauce reductions. Medium provides the perfect mid-range temperature for cooking most foods in six to eight hours. The Low setting is optimal for longer cooking times and tender results. And finally, the Keep Warm setting holds at optimal temperatures, ensuring that food is ready when family, friends and guests are. Other thoughtful features include 24-hour programmability and convenient cord storage.

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. Today, the KitchenAid brand 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. This year marks the brand's 10th anniversary of Cook for the Cure<sup>®</sup>, a partnership with Susan G. Komen for the Cure<sup>®</sup> that has raised over \$8 million to help find a cure for breast cancer. To learn why chefs choose KitchenAid for their homes more than any other brand\*, visit [www.KitchenAid.com](http://www.KitchenAid.com) or join us at <http://facebook.com/KitchenAid> and <http://twitter.com/KitchenAidUSA>.

\* 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.

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