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FOR IMMEDIATE RELEASE:

### **NEW KITCHENAID TOASTER COLLECTION GIVES BREAD ITS DUE RESPECT**

CHICAGO (March 14, 2010) – While toasting bread is among the simplest of kitchen tasks, getting consistent results and even browning time after time can be frustratingly elusive. In addition to smart features that help ensure even toasting, the new all metal KitchenAid toaster collection offers innovations that include a toasting countdown bar, button controlled motorized lifts and LCD digital displays.

Available this fall, the collection, featuring unique soft touch grips and durable levers, will include the KitchenAid line and Pro Line with functions, features and style options to suit a range of individual preferences.

“These toasters reflect the high performance and enduring craftsmanship that have long been associated with the KitchenAid brand,” notes Debbie O’Connor, senior manager of brand experience for KitchenAid. “Whether toasting bagels or favorite artisanal breads, everyone has unique preferences on degree of toasting and our latest toasters make it easier to get specific, consistent results.”

Innovative features found in the Pro Line collection include an auto sensing function that automatically lowers bread to begin toasting. When the toast is finished and raised, an auto keep warm re-lowers the toast to keep it warm if it has not been removed. For those who have burned toast by checking its progress mid-cycle only to start the cycle over again, a midcycle button allows the user to raise the bread for a look but continues the cycle when re-lowered.

Additional features found on most models include a defrost button for thawing frozen items before toasting; LCD digital displays showing the selected toasting shade; and a toasting progress bar that counts down toasting time. All models feature extra wide slots with a bagel button that turns on only one side of the heating elements to toast just the interior side of the bagel. A toast/cancel button both starts the toasting cycle as well as cancelling it and raising the toast when pressed again. A high lift lever helps minimize burnt fingers by raising the toast higher out of the slot for easier access.

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The digital and button-controlled Pro Line, featuring a temperature knob with an integrated LCD temperature display within the knob, will be available at suggested retail prices ranging from \$159 to \$199. Suggested retail prices on the KitchenAid line will range from \$69 to \$129 depending on the model. All models will be available in contour silver or onyx black in both 2- and 4-slice versions.

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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