



FOR THE WAY IT'S MADE.®

PRESS BULLETIN



Press Contacts: Liz Towery
KitchenAid Culinary Store
404/814.8239

Kim Roman
Digitas
212/350-7822
KRoman@Digitas.com

FOR IMMEDIATE RELEASE:

ATLANTA'S ONCE-SECRET NOOK FOR COOKS: THE KITCHENAID CULINARY STORE

ATLANTA (November 16, 2009) -- The KitchenAid Culinary Store, one of only two KitchenAid-owned and operated retail locations in the country, has finally come out of hiding. Tucked inside Whirlpool Corporation's Insperience Studio on the corner of Peachtree and Piedmont roads in Buckhead, the store was originally accessible only to Studio visitors, mostly home builders, designers and others participating in appliance training sessions. As word spread, and more and more cooks came looking for the "secret KitchenAid store," plans were made to open it fully to the public.

As of this month, the KitchenAid Culinary Store has its own signage and business hours, and is welcoming those looking for everything from aprons to zesters and, of course, the brand's iconic stand mixer and complete collection of small appliances, according to store manager Liz Towery.

"Along with our KitchenAid Experience Center in Greenville, Ohio, where our small appliances are manufactured, this store has the largest selection of KitchenAid products anywhere," said Towery. "We offer stand mixers, food processors, blenders, toasters and other small appliances in dozens of colors, along with gadgets, cookware, cookbooks, and kitchen textiles."

-more-

ATLANTA'S ONCE-SECRET NOOK FOR COOKS/Page Two

Two of the store's most popular offerings, according to Towerly, are a new 90th anniversary Stand Mixer in Candy Apple red with a glass bowl and a selection of pink products that generate a donation to Susan G. Komen for the Cure with each purchase and registration. Through its Cook for the Cure initiative, KitchenAid has raised almost \$8 million for the fight against breast cancer, notes Towerly.

The KitchenAid Culinary Store, located at 3232 Peachtree Road, NE, is open from 10:00 a.m. to 7:00 p.m. Monday through Friday, and 10:00 a.m. to 5:00 p.m. on Saturdays. For telephone inquiries, call 404.814.3062

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 90th 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.

*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.

###

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