



FOR THE WAY IT'S MADE.®

PRESS BULLETIN



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FOR IMMEDIATE RELEASE:

HOLIDAY GIFTS FROM KITCHENAID

BENTON HARBOR, MI (December 1, 2009) – KitchenAid, maker of one of the most coveted of all holiday gifts, the iconic Stand Mixer, is offering a number of new gift choices that will surely bring joy to two huge categories of cooks and bakers: those who want a Stand Mixer and the millions who already own one.

The Little Red Sports Car of Stand Mixers

The new 90th Anniversary Artisan® Series Stand Mixer sports an eye-catching Candy Apple Red finish and special edition anniversary insignia. As a tribute to earlier models, the stainless steel bowl included with today's mixers has been replaced with a retro glass bowl with pour spout and measurement markings. As with all KitchenAid models, this 5-Quart version features a power hub that accommodates more than a dozen optional attachments used for everything from slicing vegetables and juicing fruit to making ice cream. The mixer is available at retailers nationwide at a suggested retail price of \$399.

A New Way to Make Pasta

The new Stand Mixer Pasta Press Attachment, available at Williams-Sonoma and priced at \$179.95, makes small and large macaroni, bucatini, spaghetti, fusilli and rigatoni. Instead of having to roll out dough, its self-feeding press simplifies the pasta making process by allowing the user to simply feed balls of dough into the hopper to pass through the pasta plates. A convenient cutter slides across the pasta plate to easily create desired pasta lengths as the dough is extruded through the plate. The pasta press features six pasta plates that store in a case on top of the attachment when not in use.

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A New Look for the Countertop

A stylish Cocoa Silver finish has been created exclusively for the new KitchenAid Architect™ Series of small appliances, available only at Macy's. Stand Mixers, carrying suggested retail prices of \$349.99 to \$499.99, are offered in a both a tilt-head, 5-quart and bowl-lift, 6-quart model, with an added 3-quart bowl for mixing smaller batches of ingredients included with select models. The collection also includes 10- and 12-cup food processors; a 5-speed blender with a 48 ounce glass pitcher; and quietly powerful 6-, 7- and 9-speed hand mixers. Suggested retail prices range from \$59.99 for a 6-speed hand mixer to \$269.99 for the 12-cup food processor.

A Book for Cooks

Also as part of its anniversary celebration, KitchenAid, through its publisher Publications International, Ltd., has released a new cookbook, *KitchenAid Best Loved Recipes*, with 200 recipes running the gamut from appetizers to desserts. Many of the recipes utilize the Stand Mixer, including everything from making bread dough with the mixer's dough hook to rolling and homemade sausage with its optional sausage stuffer to creating homemade lasagna noodles with the available pasta making set. The new cookbook is available at booksellers nationwide. Price varies.

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.

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