



FOR THE WAY IT'S MADE.®

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

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

FOR IMMEDIATE RELEASE:

**NEW GENERATION OF KITCHENAID INDUCTION COOKTOPS
COMBINE POWER AND PRECISION**

LAS VEGAS (Jan. 19, 2010) – KitchenAid, a brand known for bringing such professional cooking technology as convection and steam-assisted cooking into the home kitchen, is introducing a new generation of induction cooktops to its Architect® Series II appliance suite. The latest 30-inch induction cooktops, available in the fall, will be followed by 36-inch models early next year.

“Induction cooking offers cooks the best of both worlds by combining heating speed, responsiveness and control with greater energy efficiency,” notes Debbie O’Connor, senior manager of brand experience for KitchenAid. “Just as once unfamiliar cooking technologies like microwave and convection have become kitchen mainstays, the popularity of induction technology, given all its performance benefits, is likely to keep increasing among home cooks.”

Unlike conventional cooktops that create heat below a pot, induction cooking is an advanced technology that uses electromagnetic energy to generate instant heat to the cookware resulting in faster heating times with less energy use compared to a conventional cooktop. Induction technology enables cooks to instantly go from a simmer to a sear. Cookware used on induction elements need only be magnetic, such as steel or iron.

“Induction elements respond immediately to heat-level setting changes, so cooks can quickly go from a gentle simmer to a boil and back again,” notes O’Connor.

The 30-inch Architect® Series II induction cooktops feature nine heat level settings and a performance boost function on all elements that increases the temperature level above the highest setting to quickly

- more -

NEW GENERATION OF KITCHENAID INDUCTION COOKTOPS COMBINE POWER AND PRECISION/Page 2

bring liquids to a boil. Heating elements on the cooktop include 10- and 9-inch 3000-Watt elements, a 7-inch 2500-Watt element and a 6-inch 1800-Watt element.

Other thoughtful features include a pan size detection that automatically adjusts to fit the size of cookware. A pause function allows cooks to easily stop the cooking process for up to 10 minutes and resume cooking by simply touching the pause button again. A melt and hold function uses low power levels for melting delicate ingredients such as chocolate and is also convenient for keeping cooked food warm. An independent timer that can be set for up to 99 minutes helps monitor time-sensitive dishes for easier multi-tasking. Seamless, touch-activated cooktop controls feature a power slider that allows for heat-level setting with the simple touch of a finger.

Available in a black finish or a black finish with a stainless steel trim, the suggested retail prices on the new 30-inch cooktops are \$1,649 the black finish and \$1,749 for the stainless steel trim.

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.

*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: Please visit the KitchenAid online press room at <http://www.kitchenaid.com/flash.cmd?/#/page/inside-kitchenaid-press-room/> to download high resolution product images and view the latest KitchenAid press releases.