



FOR THE WAY IT'S MADE.®

Press Contacts: Kim Roman  
Digitas  
212/610-5268  
kim.roman@digitas.com

Beth Robinson  
KitchenAid  
269/923-4770  
beth\_l\_robinson@kitchenaid.com

FOR IMMEDIATE RELEASE:

**NEW REFRIGERATION SYSTEM FROM KITCHENAID  
KEEPS FOODS FRESHER LONGER**

BENTON HARBOR, Mich. (November 14, 2011) – For a cook, few things are more comforting and inspiring than a refrigerator full of fresh ingredients. Unfortunately, time, nature and the proximity of one ingredient to another can quickly rob foods of their freshness, transfer flavors and aromas, and result in both frustration and waste. With the introduction of its new Preserva™ Food Care System, KitchenAid has managed to slow nature's usual timetable significantly.

Available in four side-by-side configurations, and in French door models beginning early in 2012, the new technology utilizes three advanced features to optimize freshness. First and foremost, a sequential dual evaporator system runs the refrigerator and freezer compartments independently, ensuring precise, consistent temperature and humidity management. Second, the system's FreshFlow™ Produce Preserver absorbs the ethylene gas naturally produced by some fruits and vegetables – such as apples, onions, and bananas – to help delay over-ripening by up to 25%. And finally, an advanced air filter with 15 times more odor-reducing power than baking soda continuously circulates and freshens air inside the refrigerator.

The result, according to Beth Robinson, Senior Manager of Brand Experience for KitchenAid, is a line of refrigerators that allows cooks to store their favorite fresh ingredients longer with less waste and fewer trips to the market.

“Beyond precise temperature management, this new system addresses freshness more holistically,” she notes. “Advanced humidity control, airflow management and the absorption of ethylene take food preservation to a whole new level.”

-more-

## **NEW REFRIGERATION SYSTEM FROM KITCHENAID KEEPS FOODS FRESHER LONGER/Page 2**

The new side-by-side refrigerators, part of the Architect® Series II line, are available in standard and counter-depth configurations. Other features include removable, adjustable and dishwasher-safe door bins; a removable In-Door-Ice® system; a removable PUR® Water filter; and a “ramp up” LED lighting system that brightens gradually and provides a clear, crisp view of the entire interior.

An available external water and ice system features light-touch controls, and measured filling for dispensing specified quantities of water in ounces, cups or liters. For added ease of use and stability, these models also feature shelves and crispers that glide easily on rollers.

The new side-by-side models are available in white, black and monochromatic stainless steel at suggested retail prices ranging from \$1,799 to \$2,799. Prices for the upcoming standard-depth French door model have not yet been announced.

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®, a partnership with Susan G. Komen for the Cure® 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.

###

**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/>