

# KitchenAid®

Jill Sciuto  
Digitas  
646.735.7582  
[jill.sciuto@digitas.com](mailto:jill.sciuto@digitas.com)

Beth Robinson  
KitchenAid  
269.923.4770  
[beth\\_l\\_robinson@kitchenaid.com](mailto:beth_l_robinson@kitchenaid.com)

## **NEW KITCHENAID® COLLECTION: A FRESH TAKE ON BRAND'S ICONIC DESIGN** *Offered in First-Ever Black Stainless Steel Finish*

BENTON HARBOR, Mich. (January 29, 2015) – Beginning a new chapter in its celebrated history as an American product design innovator, KitchenAid is unveiling a dramatically designed major appliance collection available in stainless steel, black, white and black stainless steel, an industry first.

Reflecting visual cues from its best known product, the iconic stand mixer, the new collection is wholly original yet uniquely identifiable as the KitchenAid brand. It will be the brand's first collection to launch globally, with U.S. availability starting in April of 2015.

"Our goal with the new line was to amplify the design and craftsmanship that separate KitchenAid from its increasingly non-differentiated competitors," said Cynthia Soledad, Senior Director of KitchenAid. "In doing so, we're reaffirming our leadership in creating products that are valued equally for how they work and look."

"Cooks often share with us their love for the eye-catching appearance and performance of the KitchenAid stand mixer," she adds. "With this new collection we took a holistic approach in creating an entire major appliance suite that inspires passion and culinary creativity."

Soledad characterizes the new design as bold, sophisticated and professionally-inspired, but with a warm, non-industrial look that will enhance a range of kitchen styles. New design elements, noticeable throughout the collection, are particularly striking against the new black stainless steel finish.

Among these design elements are red KitchenAid brand medallions that cap the sturdy bar handles found on its refrigerators, wall ovens and dishwashers. Inscribed with "KitchenAid" and "1919" -- signifying the year the stand mixer was introduced and the brand was founded -- the medallions are meant to serve as "our iconic finishing stamp, a mark of craftsmanship and precision," said Soledad. Beyond the brand's signature red, the medallions will be offered in other optional colors. Additional details include handles etched with a professional-style, cross hatched pattern that enhances grip, and chrome inlaid frames that accent the transition between glass and other surfaces.

-more-

**Performance Not Hidden on the Inside**

“Aside from contributing to the line’s fresh, bold appearance, these and other distinctive design elements serve another key purpose,” said Soledad. “They immediately signal from the outside the high performance found inside.”

Throughout the collection, KitchenAid has incorporated a number of new or improved performance features. Four of its new dishwasher models, for example, feature a unique nine-in-one, dynamic wash arm that sprays water everywhere in the dishwasher, including hard to reach places, for better coverage and superior cleaning. Ventilation options include a new perimeter ventilation system that pulls air from each edge of the hood while increasing airflow in the center. A new 30-inch gas cooktop features an exclusive Even-Heat™ Torch Burner with a flame that evenly covers the bottom of cookware to ensure even heating.

Other performance hallmarks include Even-Heat™ True Convection, with an exclusive bowtie design and convection fan that ensures the inside of the entire oven is heated to, and stays at, the perfect temperature. The Preserva® Food Care System featured in the brand’s refrigerators helps extend freshness, minimize odors and delay over-ripening.

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. Cook for the Cure®, the brand's partnership with Susan G. Komen®, is now in its fourteenth year and has raised over \$10 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 2012 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals.

###

**TO PRESS:** To download high resolution product images and view the latest press releases, please visit the KitchenAid online press room at newsroom at <http://news.kitchenaid.com/>.