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FOR IMMEDIATE RELEASE:

KITCHENAID MARKS 70TH ANNIVERSARY OF ICONIC STAND MIXER REDESIGN

CHICAGO (March 11, 2007) - It has been 70 years since renowned industrial designer Egmont Arens redesigned the utilitarian but, at the time, somewhat homely KitchenAid stand mixer, giving it the curvy, distinctive silhouette that has remained virtually unchanged to this day. According to Brian Maynard, KitchenAid Brand Marketing Director, it was this timeless design, together with its tremendous power and versatility, which helped make the mixer an essential and iconic kitchen tool embraced by cooks around the world.

“The first mixer was actually introduced in 1919, but it was Arens’ 1937 Model K design that really captivated consumers,” notes Maynard. “And while its core following is among those who love to cook and bake, our research tells us that many less avid cooks simply want one on their countertop, largely because they like its design.”

From an aesthetic standpoint, the mixer’s appeal was further heightened in 1955 when KitchenAid introduced the first models in colors, including Petal Pink, Sunny Yellow, Island Green and Satin Chrome. Today, KitchenAid offers the mixer in over 40 colors and finishes.

After creating the first commercial mixer some years earlier, Hobart Manufacturing Company introduced the Model H-5, the first home version, in 1919. The brand name KitchenAid was born when a company executive’s wife, who was asked to test it and consider names, exclaimed: “I don’t care what you call it, I know it’s the best kitchen aid I have ever had!”

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The KitchenAid Model H-5 weighed 69 pounds, included a juicer attachment and sold for \$189.50 (equivalent to about \$1,900 today). A largely female sales force sold the units door-to-door until they became more widely accepted and dealers began carrying them in the 1930's.

In 1920, KitchenAid patented its exclusive "planetary mixing action" that moves the beater in a spiral motion to 67 different points around the bowl for more complete mixing.

In addition to the juicer attachment included with the product, KitchenAid offered an optional food grinder for the Model H-5. In the years since, KitchenAid has introduced dozens of optional attachments and accessories, from a grain mill and sausage stuffer to an ice cream maker and pasta roller, giving credence to its claim of offering the "first total food preparation center."

According to Maynard, another factor that made the mixer a lasting and worthwhile investment was the company's early design decision to ensure that all attachments ever introduced could be used with virtually every mixer ever made.

Today, the KitchenAid stand mixer collection includes a variety of models for cooks to choose from ranging from the 5-quart Artisan® Series tilt-head models up to the larger capacity and more powerful Professional 600™ Series models with a bowl-lift design and 6-quart capacity stainless steel bowl. The most recent addition to the growing stand mixer collection includes the limited edition "true metal" Pro 620™ model stand mixer available in Brushed Nickel and Satin Copper.

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. From countertop appliances to cookware, ranges to refrigerators, and whisks to wine cellars, KitchenAid now offers virtually every essential for the well-equipped kitchen. To learn why chefs choose KitchenAid for their homes more than any other brand*, visit www.KitchenAid.com.

PLEASE NOTE: To download high resolution product images and view the latest press releases, please visit the KitchenAid online press room at www.kitchenaid.com/press.

*Based on a September 2005 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals when asked about refrigerators, ovens, cooktops, ranges, dishwashers, microwave ovens, electric mixers, blenders, food processors and toasters.

KITCHENAID STAND MIXER TRIVIA

The stand mixer is one of the few consumer products to receive a trademark from the U.S. Patent and Trademark office for its silhouette.

There is a cobalt blue KitchenAid stand mixer in the Smithsonian American History Museum in Julia Child's kitchen

In 1998 the San Francisco Museum of Art called it an Icon in their exhibition title "Icons: Magnets of Meaning" organized by the Curator of Architecture and Design, Aaron Betsky.

In the 1920's, stand mixer production was five mixers a day and they sold for \$150 (equal to nearly \$1,700 today).

The KitchenAid stand mixer has been assembled by hand in Greenville, Ohio for over six decades.