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## PRESS BULLETIN



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FOR IMMEDIATE RELEASE:

### **KITCHENAID INTRODUCES HIGH PERFORMANCE COMMERCIAL-STYLE COOKING LINE**

LAS VEGAS (January 20, 2009) KitchenAid, the brand that first brought convection cooking from the restaurant to the home, and whose iconic stand mixers can be found in restaurants throughout the world, is once again offering home cooks professional-grade options with its new Commercial-Style collection of cooking appliances. The Commercial-Style series includes high performance cooktops, dual-fuel ranges and powerful ventilation hoods, all designed to enable chef-worthy results at home, according to Debbie O'Connor, senior manager of brand experience for KitchenAid.

“Our engineers and designers left no stone unturned as they developed this collection, researching and consulting with culinary experts, consumers and designers for invaluable feedback,” notes O'Connor. “These are the most powerful, best performing cooking appliances KitchenAid has ever offered.”

Premium features in the new collection include the exclusive 20,000 BTU Ultra Power™ Dual Flame Burner, the most powerful burner among leading manufacturers. Its dual-flame stacked burner design with two flame levels is versatile enough to handle both the high temperatures needed for quick searing and the precise, low temperatures required for gentle simmering. Additional burners found on all models include 15,000 BTU professional burners and 5,000 BTU simmer/melt burners that can be lowered to as little as 500 BTUs.

Cooks will also appreciate an Even-Heat™ True Convection System that combines a 1600-watt hidden oven element and unique bow-tie shaped baffle design to promote more even airflow. This advanced

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system allows for consistent temperatures and even cooking whether using one or all three racks simultaneously in the oven. An EasyConvect™ Time and Temperature Conversion System automatically converts conventional times and temperatures to their convection equivalents.

Steam-assist technology offers yet another way to help cooks achieve professional results and the latest KitchenAid ranges offer the option of the brand's exclusive convection plus steam-assist technology in a full size oven. The easy to use Auto Steam function introduces steam into the oven at precise intervals and offers preprogrammed settings for everything from meats, fish and vegetables to desserts.

“The steam-assist function makes it even easier to achieve professional results at home by eliminating the need for manual steps like spritzing and basting for breads and roasts or having to use a water bath to evenly and gently cook cheesecakes and other custard-based desserts from center to edge,” notes O’Connor. “Steam-assisted convection cooking produces finished dishes that retain more internal moisture while allowing for the browning, crisping and caramelizing that enhances the flavor, texture and appearance of many foods. “

A new Even-Heat™ Chrome Electric Griddle option features a chrome-infused steel surface with a 1320-watt element that provides even heat distribution at temperatures of 150°F to 500°F. The durable chrome finish, similar to commercial restaurant quality material, is easy to clean, retains its bright appearance after use and creates less radiant heat to help keep the kitchen cooler. An 18,000 BTU Even-Heat™ gas grill option combines a log burner, flame spreader and wave tray to provide powerful and even heat distribution. Blue indicator lights on both the griddle and grill show when desired temperature is reached.

An optional, thoughtfully designed 22-inch backguard with a pivoting dual width shelf design offers one width for ingredient placement and one width to keep plates close at hand for serving and plate staging. A culinary ledge on both the ranges and cooktops provides additional usable space at the front of the cooktop to keep utensils or ingredients within reach.

All the cooktops feature low-profile grates with a new single grate design for easier lifting when cleaning. Additional design features include die-cast metal knobs with precise alignment and a commercial style handle with die-cast end caps. A full-width oven door on the ranges has a large window for easier viewing of foods as they cook. A glass-touch menu-driven LCD display provides an easy-to-use interface

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to guide users through all the cooking options. Roller feet on the ranges help simplify installation, while a unique, toe-kick design adds a stylish element to help enhance kitchen décor. An optional Architect® Series II handle kit is available for easy coordination of the new line with existing Architect® Series II appliances.

Scheduled to begin shipping to retailers in the second quarter, the new dual fuel ranges and cooktops will be offered in 30-, 36- and 48-inch configurations. Options for a grill or griddle will be offered on 36- and 48-inch cooktops and 36-inch ranges. The 48-inch model ranges will be available with a griddle option. All sizes of the new dual fuel ranges will offer the option of the KitchenAid brand's exclusive dual fan convection with steam-assist technology and the 48-inch range will offer the industry's only double oven range with steam-assist technology available in both ovens. Suggested retail prices will range from \$4,099 to \$9,299 for the dual fuel ranges and from \$2,099 to \$3,399 for the cooktops.

New Commercial-Style ventilation offerings will include wall-mount canopy hoods available in 30-, 36-, 42- and 48-inch sizes, and island-mount canopy hoods available in 36-, 42- and 48-inch sizes.

Commercial-Style wall and island canopies will feature powerful exhaust systems with 3-speed fan control ranging from 600-1200 CFM. Select models will include two warming lamps to help keep cooked food warm while plating to serve. Other features in the latest KitchenAid ventilation line include an all metal Pro Motor, halogen lighting for better visibility and heavy-duty dishwasher-safe filters. Available in stainless steel, suggested retail prices will range from \$2,099 to \$2,999.

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](http://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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