

## THE KITCHENAID ARTISAN COOK PROCESSOR

*KitchenAid presents this year's product innovation*



**HAMBURG, FEBRUARY 2015.** The KitchenAid Artisan Cook Processor is the new and intelligent all-in-one solution for newbies and professionals in the kitchen. It can do everything with a touch of a button: this was the goal that the successful KitchenAid brand had set for itself when developing this revolution in the kitchen. Exceptional performance, advanced design and unmatched practical handling make the Cook Processor the appliance of the next generation.

The multiple features of the Artisan series can guide you through any recipe in a streamlined fashion. With 12 different functions, the Cook Processor can take the place of several appliances: it minces, crushes, chops, purées, mixes, beats, emulsifies, kneads, steams, cooks, braises and fries perfectly with the touch of a button. Six cooking modes – Boil, Fry, Stew, Steam, Purée and Dough – let you work on a professional level.



Never before has cooking been as easy as with the Artisan Cook Processor: complex and intricate dishes? No problem with KitchenAid. This multifunction appliance can guide you through ambitious recipes such as bouillabaisse, coq-au-vin or salmon in papillote. New to cooking? This appliance is your friend: preprogrammed cooking modes help you master soups, scramble eggs and create risotto.



Very high cooking temperatures are a unique KitchenAid feature – the Cook Processor can reach up to 140°C – and special temperature sensing technology makes sure that vegetables are prepared faster, more effectively and more uniformly. The innovative hinged lid lets you add foods or seasonings during the cooking cycle. The refined and patented StirAssist paddle blends and stirs your recipe ingredients precisely.

Having a kitchen appliance like the Artisan Cook Processor provides real relief from daily chaos and stress: hours at work, extra hours, managing the family, looking after dinner invitations or the demands of your restaurant – the Cook Processor is your trusted partner. You can eat healthy and balanced meals with this KitchenAid all-on-one appliance; it helps you with sauces or a full four-course menu. The 2.5 L capacity is great for large quantities.

Its many features and cutting-edge technology are one aspect, and its appealing looks another: iconic design and with a timeless combination of stainless steel and standard KitchenAid colours. Of course, everything is high quality. All-metal construction makes the Cook Processor durable, resistant and easy to clean.



For everyday lip-smacking delights, KitchenAid has authored a cook book and app for the Cook Processor, tailored to the versatile features of this kitchen appliance. The tailored recipes were checked by experts and provide step-by-step instructions together with precise settings for the menus. Here again, KitchenAid delivers modern ingredients and ideas. Ambitious foodies are free to vary and customize the recipes based on their own creative penchants. This makes the KitchenAid Artisan Cook Processor the perfect kitchen helper for newbies and professionals alike. It gives wings to your culinary ideas and lets you experiment with international and restaurant-quality dishes.

The Artisan Cook Processor is available beginning in December 2014/January 2015; colours are Almond Cream, Candy Apple, Empire Red, Frosted Pearl, Onyx Black and Medallion Silver.



This appliance come with steamer baskets, a StirAssist paddle, a multiblade, a dough blade, an egg whip, a mini bowl and stainless steel mini multiblade, storage container and the cookbook. The App for the Cook Processor is available at no extra cost.

### **KitchenAid – Serious About Food**

**Price:**

KitchenAid Artisan Cook Processor, €999

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