

## THE KITCHENAID ARTISAN MAGNETIC DRIVE BLENDER

### *KitchenAid re-invents the blender*



**HAMBURG, FEBRUARY 2015.** With the introduction of the Artisan Magnetic Drive Blender, KitchenAid, the major premium kitchen appliance manufacturer, once again combines unsurpassed performance, innovative technology, iconic design and maximum ease of use. With the unique Magnetic Drive Technology and exclusive Diamond Blending System, the appliance revolutionizes preparing a multitude of recipes for all gourmets and health conscious individuals – no more pushing ingredients or holding the blender down.

Fruity smoothies, healthy soups or creamy shakes, by-the-book or free-style: the Artisan Magnetic Drive Blender processes all produce perfectly – avocado, ginger or fresh herbs included. Foodies can choose from four preprogramed settings. Special blending algorithms make tampers and food pushers superfluous – all ingredients are processed to perfection. In addition, you can use the variable speed settings and the blender's pulse feature for your own recipes and ingredients.

With its innovative Magnetic Drive Technology, KitchenAid sets a new standard for blenders: this blender uses powerful magnetic force. This advanced technology powers the sharp stainless steel blades and, at the same time, locks the jar in place. And this is how it works: the magnetic drive connects the blending pitcher to the drive shaft underneath the base housing. The pitcher is simply pushed into the appliance sideways. The pitcher slides in effortlessly. The magnetic system locks the pitcher to the appliance. A release lever on the side of the blender makes removing the jar easy.

The 1.78 L capacity of the Magnetic Drive Blender's pitcher lets you process large or small quantities. The one-piece BPA-free pitcher is dishwasher-safe. Intelligent speed control senses the contents and uses the optimum speed to chop and blend all ingredients to perfection. Even when adding foods during blending, the rotation speed doesn't change. Stirring, chopping, blending, puréeing, crushing, beating or grinding – the streamlined design, the stainless steel blades and the powerful 2 HP high-performance motor make this blender one of the most efficient and most powerful blenders on the market.



Special thought has gone into the design of the lid as well: an ultra-wide integrated measuring cup makes adding precise amounts of oil or milk a piece of cake. Simply add them while blending with no worries about spillage.

Thanks to its innovative and compact size, the Magnetic Driver Blender conveniently fits under your wall-mounted kitchen cupboards, so it is always within reach. The lock-in-place system gives you maximum freedom while blending, as you do not have to hold the unit while it is running.

The elegant high-performance blender is made in the USA and available from April 2015; colours are Almond Cream, Candy Apple, Empire Red, Frosted Pearl, Onyx Black and Cast Iron Black.

**KitchenAid – Serious About Food**

**Price:**

Artisan Magnetic Drive Blender, €599

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