

**KITCHENAID SET TO RECEIVE THE  
"KÜCHENINNOVATION DES JAHRES® 2015"  
(KITCHEN INNOVATION OF THE YEAR) AWARD**

*The Artisan Cook Processor and the Artisan Magnetic Drive Blender  
convince consumers*

**HAMBURG, January 2015.** 2015 marks the ninth year that the independent initiative, LifeCare, will be awarding its consumer quality prize, "KüchenInnovation des Jahres®" (Kitchen Innovation of the Year). Among the products in the small electronic appliances category, both the Artisan Cook Processor and the Magnetic Drive Blender from KitchenAid were ranked among the best. The functionality, innovation and design of both appliances won over judges and consumers alike. In addition, the Artisan Cook Processor scored highest in all categories, securing the "Golden Award – Best of the Best" in the small electronic appliances category.

The Artisan Cook Processor is an all-in-one appliance that can guide users step-by-step through a number of recipes effortlessly. The Cook Processor boasts 12 different functions that replace several appliances: it minces, crushes, chops, purees, mixes, whips, emulsifies, kneads, steams, boils, braises and fries perfectly with the touch of a button. Six automatic cooking modes let gourmet cooking enthusiasts work on a professional level.



KitchenAid's innovative Magnetic Drive Blender sets a new standard for blenders: this blender harnesses the potent force of magnetic energy. Create fruit smoothies, healthy soups or creamy shakes, by-the-book or free-style: the Artisan Magnetic Drive Blender processes all fruits and vegetables perfectly. Health-conscious gourmets can choose from four programmes. In addition, you can use the variable speed settings and the pulse feature for your own recipes and ingredients.



For this award, an independent jury of renowned experts from various fields nominates the products for the next step in each category. The second step is the consumer vote, reflecting which product meets consumers' expectations best. Consumers select the most popular products via a poll conducted by K & A BrandResearch.

The largest international consumer goods trade fair, Ambiente, held in Frankfurt, will have the KitchenAid prize-winners on display during cooking demonstrations allowing professional visitors to see and experience the appliances first hand.

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

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