

# KitchenAid

## **KitchenAid – For everything you want to make**

For nearly 100 years KitchenAid has been one of the most popular brand names when it comes to countertop appliances. Best known for the legendary American Stand Mixer, countless enthusiastic professional and hobby chefs cannot imagine a kitchen without them anymore. Initiated in 1919, the American electrical appliances still continue to be a strong brand in the culinary world today – with their smart combination of leading technology, premium quality and appealing design.

The wide product portfolio primarily stands out because of its variety: It ranges from kitchen utensils to both small and major appliances which guarantee passionate gourmets a professional performance and refinement down to the finest detail. This is why the iconic and efficient KitchenAid Stand Mixer – available in different sizes and designs – is continuously extended with various attachments and diverse accessories, always tailored to the needs of the ever-changing market. Currently, besides the evergreen Stand Mixer, a wide range of different KitchenAid appliances feel at home in many kitchens of the world, including Toasters, Food Processors, Blenders, Cook Processors and Coffee Machines. Every KitchenAid product carries the unique American technology which has been continuously improved by the world's best engineers for nearly a century. Apart from that, the portfolio is also complemented by high quality cooking and baking accessories like baking forms, cookware, knife blocks and kitchen utensils.

But not only the diverse functions make up the popularity of KitchenAid. The kitchen helpers are celebrated by design fans worldwide as true style icons. The unique, wide color range with by now 29 exclusive hues makes the products real household beauties. Whether metallic or matt: trend researchers from KitchenAid know the consumers' wishes well and have a fine instinct for tasteful color and design combinations.

As part of the Whirlpool Corporation with an annual turnover of circa 21 billion Dollars, 97,000 employees and 70 production and technology research facilities, KitchenAid is the world's leading manufacturer in the field of household appliances.

For further information, please visit: [www.kitchenaid.co.uk](http://www.kitchenaid.co.uk)