

KitchenAid

The history of KitchenAid – The perfect companion in your kitchen for almost 100 years

Necessity is the mother of invention: When the engineer Herbert Johnston watches a baker using a heavy spoon for mixing a bread dough in Troy, Ohio in **1908**, the idea for KitchenAid is born. He decides to develop an easier and better way to do so and invents the first commercial Stand Mixer: The Hobart-model H which has been sold to bakeries and even the US-Navy since 1914.



In **1919** the products were firstly launched on the consumer market. The reaction of the engineer's wife during a product test is mainly responsible for the later brand: "I don't care what you call it, it's the best kitchen aid I've ever had!" The brand name KitchenAid is born and soon registered as trademark in the American Patent Office.

Even the next year, **1920**, is characterized by a big step: The company patents its unique planetary stirrer of the Stand Mixer. To let more American housewives get in touch with KitchenAid, the first advertisements are placed in relevant media in **1923**.

Since the company optimizes its production concerning design and technology in a very effective way, the Stand Mixer model G, the successor of model H-5, can finally be introduced in **1927**. The new machine offers a lot of advantages: It is lighter and more compact than the older one and is sold about 20,000 times within the first three years. Even

Henry Ford calls a KitchenAid machine his own in this times.

In **1936** the well-known and recognized industrial designer Egmont Arens joins the KitchenAid team. He successfully develops the series K during the following year, which remains almost unchanged until today. His masterpiece was the first kitchen appliance that has been exhibited in different museums for modern art.

The **50s** are colorful: The kitchen processors are firstly presented in different colors in the United States. Petal Pink or Island Green are just two examples in which the machines enrich American kitchens.

The product portfolio is expanding even in the 80s. The first KitchenAid Refrigerator is presented in **1986** and complements the range of large appliances.

In **1992** the Blender is added to the product family of portable appliances, right after the household coffee mills. Just one year later it is also available in fresh colors.

In **2001** KitchenAid starts its fundraising campaign in benefit of Susan G. Komen for the Cure, a well-known American breast cancer foundation. Until now, more than six million dollars have been donated. Since 2005 the German equivalent Aktion Pink e.V. is supported as well.

Within the following years several small devices are introduced to the European market, for example the ARTISAN Toaster in **2003**, the ARTISAN Espresso Maker in **2004** and the ARTISAN Food Processor in **2005**. In **2007** kitchen utensils and pots are firstly launched.



In fall **2008** KitchenAid launches a wide range of built-in appliances for the first time. The approach of the "integrated and full-resources kitchen concept" is celebrated by hobby chefs worldwide.



In **2012** the ARTISAN family welcomes a new exclusive Blender which is available in twelve trendy colors. Between **2011** and **2013** the range of kitchen utensils is expanded: Baking and cooking utensils as well as knives and ceramics are introduced.

2014 is a revolutionary year for KitchenAid: With the ARTISAN Cook Processor the first all-in-one device is presented and offers a new special form of cooking.

In **2016** KitchenAid has exciting news for all Stand Mixer lovers: The KitchenAid MINI – a 20% smaller and 25% lighter version of the iconic 4.8 l tilt-head mixer – is introduced.

And also in **2017** KitchenAid fans can celebrate a new icon: The ARTISAN Power Plus Blender, the most powerful blender on the market, is introduced, supporting especially healthy cooking and mixing. Additionally, the Culinary Center is extended by a new attachment: The Fresh Prep Slicer/Shredder is added to the product family. Many new culinary possibilities are created, showing that the Stand Mixer has much more to offer than a classic mixer.

For further information, please visit: www.kitchenaid.co.uk