

KitchenAid

KitchenAid at Ambiente 2017 in Frankfurt

Wide range of products and famous gourmets

In 2017 the **long-established premium brand KitchenAid** is once again presenting itself at one of the most important fairs of the international consumer goods industry, bringing along many experts and exciting topics around kitchen and culinary.

This year's fair presence focuses on the **"Four Passions" of KitchenAid: "Culinary", "Baking", "Healthy & Fresh" as well as "Coffee & Breakfast"**. Each of the four passions is presented with the help of multifunctional KitchenAid products like the **ARTISAN Cook Processor**, the **MINI Stand Mixer** the **ARTISAN Power Plus Blender**, several **Coffee Makers** and of course, the true multi-talent: The iconic **Stand Mixer in different sizes and variations** (MINI with tilt-head and 3.3 l cup, 4.8 l mixer with tilt-head and several other models with bowl-lift system and 6.9 l cup) that can be extended by more than 15 different attachments.



Several famous brand ambassadors join the KitchenAid booth and present various kitchen appliances at different stations. One of them is star chef **Stefan Wiertz** who is known through popular German TV shows like "Grill den Henssler". Besides him, **Andrea Schirmaier-Huber**, confectioner world champion and jury member of the TV show "Das Große Backen", Australian cookbook author and blender expert **Tess Masters ("The Blender Girl")** as well as barista champion **Eric Wolf** and Michelin-Star-awarded gourmet chef **Susanne Vössing** will show their culinary skills at the different KitchenAid cooking stations. As a special highlight, KitchenAid also presents an exclusive new limited

edition: The **ARTISAN Stand Mixer** will firstly be introduced in the special premium color “Black Tie”.

“We are very happy to present our wide product range to an international audience at this year’s fair and thus to expand our sustainable positioning on the market,” says Nicole Thiery, Market Leader KitchenAid Germany, Austria and Switzerland. “This year our fair presentation is focused on the Culinary Center. The numerous different attachments to the Stand Mixer offer endless creative possibilities for recipe ideas. The selling of those attachments represents a promising business opportunity which is the reason for our increasing investments in this field.”

Furthermore, KitchenAid is represented by a new and expanded team at its booth. “Since we want to offer the best service and support to our trade partners, we have extended our resources in 2017. The German as well as the Austrian market are of major importance to us, which is why we want to continue satisfying the various demands of our partners in all areas. In Austria for example, we will expand our choice of products together with two sales representatives and our distributor Duisberg,” Nicole Thiery continues.



In addition to the small electrical appliances, the **Iconic Fridge** is introduced at Ambiente. The premium refrigerator comes in the colors Empire Red, Onyx Black and Almond Cream and stands out with its elegant and timeless design made of metal and chrome as well as its powerful ProAir System including an antibacterial filter. With its capacity of 195 liters in the cooling area and 26 liters in the freezer, the Iconic Fridge provides enough space for the shopping of a whole week. Thanks to energy efficiency class A++, food stays fresh in a very energy-saving way.

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

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