



KITCHENAID KICKS OFF IT'S QUEST FOR THE FINEST PROBAKER

Embarks on a multi-city tour to look for India's next baking icon

New Delhi, March, 2015: KitchenAid, the world's premium Kitchen Appliances manufacturer announced the ultimate quest for India's first ProBaker. KitchenAid has been delivering premium standards of quality, versatility, and precision to the home kitchen for almost a century now and has everything you'll want to stock in your baking armour. Providing oodles of culinary inspiration and convenience to the passionate baker, this year KitchenAid decided to go on journey to find one of India's finest home-baker.

The search goes all across India, where KitchenAid chose top 50 participants from a talented pool of entries submitted on the KitchenAid website. These 50 contestants get a chance to use the iconic KitchenAid Stand Mixer in their homes before entering the baking battlefield. The regional rounds are held in Mumbai, Bangalore and New Delhi where the contestants will face a mystery box challenge judged by celebrated chefs. 8 final contestants will then be chosen for week-long cake decoration training with awarded Chef Peachy Juban. Peachy Juban is one of the most dynamic and sought after cake designers in the world. While her baking studio Shortcrust, is a mecca of sorts for wedding cakes in Phillipines, her signature creations such as the lantern cakes have set the gold standard in cake decoration worldwide. In the end, the home bakers will face-off in a grand finale at the capital and one of them will be chosen as the first KitchenAid ProBaker with a handsome reward of goodies worth Rs. 2 Lacs. There is a lot at stake, nationwide spotlight, amazing prizes to be won at every quest, and the opportunity to be the next baking legend.

Speaking on the occasion, Mohit Jain, Regional Director- KitchenAid Small Appliances, Asia-Pacific said, "We are living in exciting times, when the standard four cake menu of the neighbourhood bakery can no longer satisfy the Indian foodie. There are atleast 1-5 home-baking enterprises in every neighbourhood and there is a passionate gourmet in each one of them. KitchenAid as a brand is known to fuel culinary passion and this quest will help us meet India's finest home-bakers and also give them a chance to nourish their talent".

The jury panel includes celebrity chefs and food influencers such as Vicky Ratnani, Pooja Dhingra, Chef Bakshish Dean, Chef Abhijit Saha, Chef Ajay Chopra, Chef Avijit Ghosh, Chef Daniel Koshy, Chef Joonie Tan, Chef Manisha Bhasin, Chef Pablo Morales Melendrez, Parvinder Singh Bali, Chef Savio Fernandes and Former BBC Good Food Editor Sona Bahadur. The first regional round starts in Mumbai (18th March) leading on to Bangalore (1st April) and then New Delhi (8th April).

For our home-bakers, the journey has just begun. To know more about the challenge, visit our microsite <http://probaker.kitchenaidindia.com/>

About KitchenAid Stand Mixer:

KitchenAid iconic Stand Mixer has set the standard for reliability, flawless performance and ageless design. The design of the stand mixer has been perfected over time and not been changed in the last 50 years. It has a 59-Point Planetary Mixing Action, which means 59 touch points per rotation around the bowl for thorough ingredient incorporation. The beater, dough hook or wire whip rotates around the bowl, giving incredible bowl coverage for comprehensive mixing. The secret to

the KitchenAid Stand Mixer's long-lived reputation is also its limitless versatility. Dozens of optional attachments and accessories allow doing everything from slicing vegetables and rolling fresh pasta to juicing fruit and grinding meat for homemade sausages. KitchenAid Stand Mixer is available in a range of colours which includes Raspberry Ice, Candy Apple, Empire Red, Tangerine, Onyx Black, Sugar Pearl and others. Its performance and high aesthetic appeal have made the KitchenAid Stand Mixer a top bridal registry item in the USA and also the first choice for *chefs across the world. Prices start from INR 39,990 (inclusive of taxes). The price includes the stand mixer with a stainless steel bowl, a dough hook, beater, wire whip and pouring shield. All other attachments can be purchased separately.

* Based on a 2012 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals

About KitchenAid India:

Since the introduction of its legendary stand mixer in 1919, KitchenAid has built on the legacy of these icons to create a complete line of products designed for cooks. Today, the KitchenAid brand offers virtually every essential for the well-equipped kitchen with a collection that includes everything from countertop appliances to cookware, sturdy bakeware or even innovative kitchen tools. All KitchenAid appliances are synonymous with fine craftsmanship, durability, the finest materials, robustness and painstaking attention to detail. It came into being in 1919 and was acquired by Whirlpool Corporation in 1986. The brand launched in India in October, 2013 and nourishing India's culinary passion ever since. To know more about KitchenAid India and our recent campaign on KitchenAid ProBaker, visit <http://www.kitchenaidindia.com/> or join us at <https://www.facebook.com/KitchenAidIndia> and <https://twitter.com/KitchenAidIND>.

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