

# KitchenAid®

## KITCHENAID LAUNCHES ITS 14 CUP FOOD PROCESSOR WITH EXACTSLICE™ INNOVATION

**New Delhi, March, 2015:** KitchenAid launched its powerful and dynamic appliance - The KitchenAid 14 Cup Food Processor with **EXACTSLICE™** innovation at the Aahar 2015 in New Delhi. The **EXACTSLICE™** system is a first-of-its-kind innovation wherein one uses an external lever to adjust slicing from thick to thin without the need to change blades. **EXACTSLICE™**, features six thickness settings and an enlarged external lever which makes it easier to switch between thin and thick slices. The versatile Food Processor also comes with a plethora of other attachments such as a reversible and adjustable shredding disc, sliding disc, julienne disc along with multipurpose and dough blades which makes slicing, shredding, kneading, pureeing and chopping food a fast and simple process.

This model has dual shredding settings for fine and medium shredding, and multiple speeds, including high, low and pulse, for better precision and accuracy for both soft and hard foods. It also includes a 950 ML mini bowl for making smaller recipes. The processor is designed with a 3-in-1 wide mouth feed tube, capable of accommodating larger foods and requiring less prep work, meaning that even potatoes can be diced with ease. The work bowls and accessories are BPA-Free.

**Speaking at the launch, Mohit Jain, Regional Director- KitchenAid Small Appliances, Asia-Pacific,** said "KitchenAid comes with a promise of bringing the best to your kitchen, our products have always been appreciated for their ability to bring functionality, power, and ease to your everyday life. The food processor is a versatile kitchen appliance and with the addition of the trademark innovations, there are so many more things it can do. KitchenAid as a brand inspires one to fuel their culinary passion and creativity while being synonymous with flawless performance and cutting edge design."

The KitchenAid 14 Cup Food Processor has a die cast base for robust and stable performance and also comes along with a storage case for ease and safety. The processor comes in two exciting shades of Candy Apple and Frosted Pearl at a price of Rs. 24,990 sold at <http://www.kitchenaidindia.com/> and select stores nationwide.

### **KEY FEATURES & BENEFITS**

- **Exactslice™ System;** is one of the first ever external lever that adjusts slices from thick to thin.
- The unique feature of **Optimized Speeds (High, Low & Pulse)** are specially engineered for precise result for soft, delicate and dense foods and the
- **3-in-1 Wide mouthed feed** tube can easily accommodate foods of various size
- **UltraTight Seal** features a specially designed locking system with leak-resistant seal that allows you to fill the work bowl to the liquid level line capacity, minimizing spills or splatters

### **STANDARD ACCESSORIES**

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- **Reversible & Adjustable Shredding Disc** - The reversible, dishwasher safe, external adjustable shredding disc shreds cheeses or vegetables on either side to coarse or fine consistencies with 6 different settings
- **Externally Adjustable Slicing Disc** - The dishwasher safe, external adjustable stainless steel slicing disc easily slices from thick to thin with 6 different settings
- **Julienne Disc** - The versatile julienne disc saves time and effort by making matchstick strips for salads and garnishes
- **2 Multipurpose Blades – 950 ML & 3.1L** - The dishwasher safe, stainless steel blade chops, minces, blends and purées ingredients quickly and thoroughly
- **Dough Blade** - The dishwasher safe dough blade kneads effortlessly saving prep time when making a fresh pizza or whole wheat bread
- **BPA Free Work Bowls** - BPA-Free 3.1L work bowl and 950ml mini bowl and lid allow the processing of large or small batches quickly

## **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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