

# KitchenAid®

## KITCHENAID TO INTRODUCE IT'S FIRST COLLECTION OF KITCHEN TOOLS AND GADGETS IN INDIA

**New Delhi, June 2015:** Reinforcing its position as a brand with premium appliances and kitchenware in the industry, KitchenAid today announced the launch of Kitchen Tools and Gadgets in the country. In its nearly 100- year history, KitchenAid has brought innovation and relevance to the ever-evolving modern kitchen.

The tools and gadgets collection, available in mid June 2015, encompasses fourteen distinct tools each crafted with different combinations of materials and finishes, and each designed to not only accommodate, but optimize, different cooking styles and technologies. A perfect menu requires good preparation. This means not only selecting the right foods, but using the right tools – because only the right tools make preparing a menu fun and enjoyable.

The brand is unveiling a new, extensive line of design kitchen accessories, geared for the high demands of cooking enthusiasts and the methods they use to prepare delicious dishes.

### **SILICONE MIXER SPATULA- Rs. 799.00**

Get the most out of making and baking with this multi-tasking mixing spatula! The KitchenAid Silicone Mixing Spatula makes mixing and smoothing as easy as pie with its functional and intentional design. This designer mixing spatula has a heat resistance of up to 290 degrees Celsius and is safe to use with all cookware including non-stick items. The hole in the end of the handle allows you to hang it among your other fancy utensils.

### **SILICONE SHORT TURNER- Rs. 999.00**

Strong and durable, the product comes with a virtually indestructible silicon surface. The turner can easily scrape the pan clean without leaving any scratches. The flat surface can very conveniently flip pancakes, omelettes etc. It is heat resistant upto 290 degrees Celsius and is completely dishwasher safe.

### **SILICONE SLOTTED TURNER- Rs. 999.00**

Durable, good looking, and designed with both function and comfort in mind, this tool coordinates with your KitchenAid appliances. The KitchenAid Silicone Slotted Turner is ideal when frying and flipping with its drainage slots to allow juices to stay in the pan rather than on the food! This red slotted spatula has a loop hole if you fancy hanging your utensils to add a splash of colour to the kitchen. This stunning spatula is made from silicone, meaning that it is safe to use with all cookware including non-stick items and has a heat resistance of up to 290 degrees Celsius.

### **SILICONE SLOTTED SPOON- Rs. 999.00**

This slotted spoon is as sturdy as they come. It's a whopping 13 inches long, the bowl is a full inch and a half deep, and the wide handle feels comfortable in the hand. Four large slots leave grease or cooking liquid behind, making this the tool of choice for scooping dumplings from a pot of broth or greens from their braising liquid. The silicone construction is highly heat resistant, so you can leave it propped up against a skillet without fear of unsightly melt marks, and it won't scratch or otherwise

harm your beloved nonstick pans. The KitchenAid logo even doubles as a rest, so you can place the spoon up against the rim of a pot without it sliding inside.

#### **SILICONE PASTA SERVER- Rs. 999.00**

Serve great pasta without the mess with the KitchenAid Silicone Pasta Server. It features a solid core and has a heat resistance of 290 degrees Celsius. This handy utensil is safe for all cookware including non-stick items. A hole in the handle allows convenient hanging storage. The KitchenAid Pasta Server features a large head for easy food preparation or serving. This pasta server is dishwasher safe.

#### **SILICONE LADLE- Rs. 999.00**

Serve gravies, soups, stews, liquid dishes, dressings and sauces in style with this wonderful KitchenAid Silicone Ladle. This excellent ladle features a solid core with silicone surround and is heat resistant up to 290 degrees Celsius. It's safe to use on all cookware and features a loop for hanging, easy storage and is dishwasher safe.

#### **GARLIC PRESS- Rs. 1999.00**

Simply insert a clove or two into the well, flip the handles together, and press down firmly. Freshly chopped garlic comes out through the very easily. Cleanup is a breeze since nothing sticks to the polished stainless steel and the handy brush quickly pushes out any garlic still stuck in the holes. The product comes with a soft comfortable grip and easily crushes garlic and shallots, it also extracts pulp and juice from garlic and is completely dishwasher safe.

#### **MEASURING SPOON SET/4 STAINLESS- Rs. 999.00**

The KitchenAid Set of 5 Stainless Steel Measuring Spoons ; expertly crafted from quality stainless steel includes 1/4 teaspoon, 1/2 teaspoon, 1 teaspoon and 1 tablespoon capacities and is dishwasher safe.

#### **S4 SS MEASURING CUPS- Rs. 2,299.00**

The KitchenAid Set of 5 Stainless Steel Measuring Cups; expertly crafted from quality stainless steel includes 1/4 , 1/3 , 1/2 and 1 cup capacities and is dishwasher safe.

#### **EURO-PEELER- Rs. 799.00**

Use the KitchenAid® Euro Peeler, with high-carbon stainless blade, to peel potatoes and other vegetables with ease every time. The peeler can also be used when curling cheese to top salads and many other delightful dishes. The product is dishwasher safe.

#### **PIZZA WHEEL- Rs. 1,499.00**

Slice and serve any pizza quickly & easily with this KitchenAid® Pizza Wheel. The stainless steel blade with finger guard stays sharp and ensures precise cutting for many years. The product is dishwasher safe.

#### **BOTTLE OPENER- Rs. 1,099.00**

Heavy, sturdy, and stylish, this KitchenAid Bottle Opener flips off caps with ease. It's made of 18/8 stainless steel polished to a mirror finish. The opener's handle is shaped for a firm grip, is weighty enough to provide control, and has a hole to facilitate hanging on a hook or peg. The product is dishwasher safe.

#### **ICE CREAM SCOOP- Rs. 1,099.00**

Enjoy serving ice cream and frozen desserts to the fullest with the strong and durable KitchenAid® Ice Cream Scoop. This KitchenAid ice cream scoop features an ergonomic handle and sharp scoop edge that makes scooping out ice cream and other frozen desserts more comfortable. The stainless steel accents make sure that the ice cream scoop will last for years. The product is dishwasher safe.

**SALAD SPINNER- Rs. 2990**

Take your salad for a spin in this deluxe KitchenAid Salad Spinner. Removable divided compartments allow for drying three foods simultaneously, saving valuable time in the kitchen. The KitchenAid Salad Spinner features two handles for easy carrying and converts into an attractive serving bowl with lid. It has a soft grip one step pump mechanism, quick stop action, and a non slip base for added stability. The product is dishwasher safe.

*The products will be available nationwide at select stores and the KitchenAid India ([www.kitchenaidindia.com](http://www.kitchenaidindia.com)) website.*

**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>.

\* 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

For more information or media related queries, contact:

Saanya Rallan  
PR Consultant, KitchenAid India,  
[rallan.saanya@gmail.com](mailto:rallan.saanya@gmail.com), 9873936351