

# KitchenAid®

## *KitchenAid launches the most powerful\* blender, the Artisan Power Plus Blender with Thermal Jar Control*

---

Also enters commercial sector with the launch of this new line



New Delhi, (Feb 6, 2017) – **KitchenAid**, premium appliance brand, known for its power, durability and eye-catching design, introduces the most powerful\* blender in the market; The **KitchenAid® Artisan Power Plus Blender** with Thermal Jar Control.

Offered in three signature colours, this product is aimed at a diverse universe of healthy, new- age and on-the-go audience for whom eating healthy and fresh is a priority and convenience is a basic need. All models feature a 3.5 Peak HP motor, a self-cleaning cycle and a 10-year warranty. The Blender also features a unique dual-wall Thermal Control jar that quickly heats blended ingredients in as little as four minutes, stays cool to the touch, and retains the temperature for hot soups and sauces. They also feature three pre-set Adapti-Blend™ recipe programs for Soup, Juices and Smoothies.



**Speaking at the launch, Sachin Phartiyal- Director, SAARC, KitchenAid- Small Appliances**, said, “Since the launch of KitchenAid in India, our aim has been to bring the best quality products that suit the need of the Indian audience. Soon enough, we will have every product that would complete a modern Kitchen Suite. With the heavy-duty motor and advanced motor control system, this powerful machine can easily and smoothly blend everything from frozen fruits and nuts to fibrous, nutrient-dense vegetables. With our history of launching exciting new innovative products, we believe this appliance is a blending revolution.”



Beyond sheer power, the new blender offers a number of features that make blending even the most challenging ingredients, a breeze. They include patented asymmetric blades that pull ingredients into a powerful blending vortex; a Flex-Edge tamper that doubles as a spatula for scraping ingredients off the sides of the jar; a jar pad that keeps the container from moving; and an ultra-strong, warp-resistant lid that fits securely on the jar, minimizing spills while in use. The blender and its knobs are constructed of durable die-cast metal versus plastic and therefore makes it sturdy and ever-lasting.

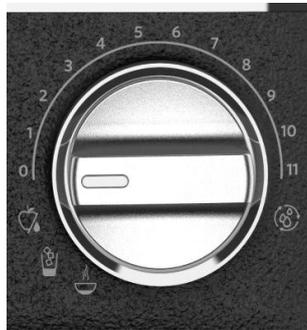
**Features and Benefits:**

**The Most Powerful\* Blender**



Powerful 3.5 HP motor, asymmetric blade & jar create a powerful vortex to blend even the toughest ingredients.

**The Power of 11**



With continuous variable speed from 1-11, plus PULSE and BOOST for all your blending needs.

**Bpa-Free Dual Wall Thermal Control Jar**



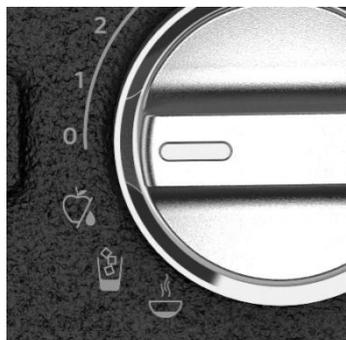
2.6 L capacity jar (1.6 L marked capacity) is engineered to prepare soups from cold ingredients in only five minutes and retains hot temperature longer while the outside stays cool to the touch.

**Talon™ Asymmetric Stainless Steel Blade**



3mm thick hardened stainless steel blade blends on four different planes, creating a dynamic vortex for smooth, consistent results.

**Pre-Set Adapti-Blend™ Recipe Programs**



3 programs (Soup, Smoothie and Juice) each with a unique algorithm of varying speeds and a pre set cleaning cycle.

**Unique Flex Edge Tamper**



Assists with large quantities or ultra-thick blends.

### Commercial - Grade Durable Die-Cast Metal Base, Dial And Switches



Easy to clean while offering extra stability on the counter. Backed with a 10 year warranty.

### Stablizer Jar Pad



Wraps around the jar for stability and the silicon reduces noise and vibration

### Die Cast Metal Ingredient Cap



Easily measure and add ingredients as you blend.

The blender is available in Candy Apple Red, Imperial Black and Medallion Silver and priced at Rs. XX/- available at select stores and at [KitchenAid.in](https://www.kitchenaid.in)



\*When testing the actual blender power output at the blade using a dynamometer, machine laboratories use to measure mechanical power, this KitchenAid blender with its heavy duty motor and advanced motor control board, produces more power than the leading competitors.

### ***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, visit or join us at:



\* 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

Kanika Katyal,

Marketing Manager, KitchenAid India

[Kanika\\_Katyal@whirlpool.com](mailto:Kanika_Katyal@whirlpool.com), 9899002703