

KitchenAid'

KitchenAid India unveils five new products at Aahaar 2016

New Delhi, March 23, 2016: Leading Premium Small Kitchen Appliance brand KitchenAid will unveil five new exciting products at Aahaar 2016. This year, the culinary and hospitality convention at New Delhi will witness launches in several categories.

Products launched at the Aahaar 2016:

- [KitchenAid Maximum Extraction Juicer \(Slow Juicer\)](#)
- New Colors for the KitchenAid 4.8 L Artisan Design Stand Mixer- [Golden Nectar](#) and [Sea Glass](#)
- [KitchenAid 1.2L Electric Kettle](#)
- [KitchenAid 2 Slice Toaster with One Touch Lift/Lower & Digital Display](#)
- [Tools & Gadgets Portfolio Expansion](#)

Speaking on the occasion, Mr. Sachin Phartiyal, Business Head, KitchenAid India said, “This year, KitchenAid has planned to expand into its kitchenware and culinary range. We plan to focus on culinary passions through our extensive range of appliances and products. Our exhibition display has been divided into Breakfast, Health, Baking and Food Prep category. We plan to introduce wholesome products that complete the modern Indian kitchen. The consumer today needs smart appliances and KitchenAid focuses on bringing innovative and unique products to India every year”

KitchenAid India will also host some culinary geniuses at their exhibition stall for some quick master-classes and meet and greet for the consumers and buyers. Chef schedule is below.

15th March

Chef Sukanta Das, Executive Pastry Chef At Shangri-La's - Eros Hotel, New Delhi

Executive Pastry Chef Sukanta Das interprets cuisine in a modern and refined way. Chef Sukanta intricately prepares dynamic edible works of art, which are designed to capture a delicious and exciting range of flavours, textures and aromas.

16th March

Anil Kumar, Executive Pastry Chef, Le Meridien Gurgaon

Executive Pastry Chef, Anil Kumar has one of the most impressive resume spanning over 15 years across national and international properties. An acclaimed award winning pastry artist, Chef Anil's style is a combination of versatility and innovation.

17th March

Mr. Gaurav Gayal, Snr. Bar Captain, Molecule Air-Bar, Kitchen & Brewery, Gurgaon

Mr. Gaurav is a professional Mixologist. He has a wide range of skills when it comes to the Art of making Drinks.

18TH MARCH

Chef Rakesh Sethi: Executive Chef Radisson Blu Hotel New Delhi Dwarka

Chef Rakesh Sethi is an industry veteran with close to three decades of experience in the kitchen' across the country. He is an award-winning culinary expert, a passionate foodie and a host of many renowned food shows in the Indian television screens which accounts for his title as a 'Celebrity Chef'.

To visit us, kindly follow our line-up or visit www.kitchenaid.in for more information.

KitchenAid at Aahar

Dates: 15 - 19th March

Stall No.: Hangar #27, Booth A-08-B

Venue: Pragati Madan, New Delhi

Timings: Business Visitors - 15- 19th March, 10 am to 6 pm

General Public - 19th March, 2pm to 6 pm

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 2014 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals

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