

KitchenAid®

KitchenAid launches the new KitchenAid Artisan Mini; Small Yet Mighty

Also brings three exciting colours in the revolutionary Stand Mixer



New Delhi,(March 03, 2017) – KitchenAid India has launched its most exciting product for Stand Mixer lovers everywhere. For decades, the KitchenAid Artisan Stand Mixer has been a household staple and a culinary icon for home chefs, chefs and gourmands everywhere. The company is excited to introduce the [KitchenAid Artisan Mini](#)- a new innovative addition to the KitchenAid Stand Mixer family.

With the launch of this machine, there is now a smaller mixer that takes up less counter space and is lighter in weight so you can easily move it around your kitchen and has the same iconic design and power as our other tilt-head stand mixers. The iconic design, color choices and endless possibilities synonymous with this culinary workhorse is available in a size ideally suited for limited counter space and “smallerbatch” lifestyles. Offering the same power and performance as the brand’s Classic Stand Mixer, the Mini Artisan mixer features a 3.3 L capacity and is 20% smaller and 25% lighter. *

*Compared to full sized tilt head stand mixers



Speaking at the launch, Sachin Phartiyal- Director, SAARC, KitchenAid- Small Appliances, said, “We wanted to make a machine that was for everybody, specially newly emerged audiences like millennials, urban dwellers and smaller cosmopolitan families. We thought there is a need for a smaller machine that provides all the features of the larger models. This machine is compact and is highly accomplished to be used in the kitchen. One can easily knead ingredients upto five dozen cookies or a loaf

of bread. The colors of the machine are trendy hues that will attract younger and vibrant audiences; the colors introduced in India right now are Hot Sauce, Honey Dew and Black Matte.”

Like its larger siblings, the Artisan® Mini model includes a flat beater, wire whip and dough hook, and accommodates all optional hub-based attachments available for larger models. Available hub attachments include everything from a spiralizer, pasta maker and food grinder to a food processor and juicer.

“With the use of attachments, there’s very little this machine can’t do in the kitchen. With this new machine, new cooks, culinary enthusiasts, bakers will have so much more to make.

Features and Benefits

Mini Footprint. Mighty Power.



Though mini in size, the new Mini Mixer can make up to 5 dozen cookies in its 3.3 L stainless steel bowl. It is 20% smaller and 25% lighter*.

Versatile Kitchen Companion



For a range of sweet and savoury recipes. From cupcakes, to guacamole, minced meat and more.

10 Optimized Speeds



Powerful enough for nearly any task or recipe, whether you’re stirring wet and dry ingredients together, kneading bread dough or whipping cream.

Soft Start®



Helps to avoid ingredient splash and flour puff by starting at a lower speed.

Multipurpose Attachment Hub



Compatible with all hub-based Stand Mixer Attachments.

Premium Finishes



Chrome-plated knobs, convenient power cord location and elegant wrap-around trim band.

Colors You'll Crave



From bold to understated, there's an Artisan® Mini to match both your kitchen and your style. Colors include Hot Sauce, Honey Dew, Matte Black.

Accessories



Includes 3.3 L brushed stainless steel bowl, dishwasher safe coated dough hook and coated flat beater and wire whip.

Tilt-Head Design



Allows clear access to the bowl and attached beater or accessory so you can easily add ingredients for a recipe.

The Artisan Mini Stand Mixer is in Hot Sauce, Honey Dew and Matte Black and priced at Rs. 32990/- available at select stores and at **KitchenAid.in**. Join us for a culinary journey and capture your moments at #MiniMoments and #KitchenAidMini



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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