

# **KitchenAid®**

## ***KitchenAid India launches the modern bride's Wedding Trousseau***

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With the changing times, the modern bride in India has different rules for her trousseau and her wedding. It's not just about creating a wardrobe but building a home. KitchenAid, leading small appliance brand has seen this trend all across the world, where kitchen appliances, cookware or tableware have been a significant part of the wedding trousseau or bridal registry. Globally the KitchenAid Stand Mixer is the number 1 choice in a bridal wedding registry. Keeping this trend in mind, KitchenAid India has launched the perfect package comprising of the signature products that complete a gourmet kitchen.

The KitchenAid Wedding Trousseau includes the signature [KitchenAid Stand Mixer](#), [The KitchenAid 4 Speed Diamond Blender](#), [The KitchenAid 14 Cup Food Processor](#) and The KitchenAid 5piece cookware set.

All products can also be bought individually and are available at select stores across India and at [www.kitchenaid.in](http://www.kitchenaid.in).

### **About the KitchenAid Stand Mixer:**

KitchenAid iconic Stand Mixer has set the standard for reliability, flawless performance and ageless design. The design of the stand mixer has been perfected over time and not been changed in the last 50 years. It has a 59-Point Planetary Mixing Action, which means 59 touch points per rotation around the bowl for thorough ingredient incorporation. The beater, dough hook or wire whip rotates around the bowl, giving incredible bowl coverage for comprehensive mixing. The secret to the KitchenAid Stand Mixer's long-lived reputation is also its limitless versatility. Dozens of optional attachments and accessories allow doing everything from slicing vegetables and rolling fresh pasta to juicing fruit and grinding meat for homemade sausages. KitchenAid Stand Mixer is available in a range of colours which includes Raspberry Ice, Candy Apple, Empire Red, Tangerine, Onyx Black, Sugar Pearl along with the newly introduced Electric Blue, Green Apple and Yellow Pepper. Its performance and high aesthetic appeal have made the KitchenAid Stand Mixer a top bridal registry item in the USA and also the first choice for \*chefs across the world. Prices start from INR 39,990 (inclusive of taxes). The price includes the stand mixer with a stainless steel bowl, a dough hook, beater, wire whip and pouring shield. All other attachments can be purchased separately.

### **About the KitchenAid 4 Speed Diamond Blender**

The KitchenAid® Diamond Blender, with exclusive diamond blending system, provides the ultimate blending performance to chop, mix, puree and liquify, with pulse 1-4 settings ; crush ice and a hot foods mode. A robust motor, unique one-piece, BPA-Free diamond pitcher, stainless steel blades and electronic controls combine to create a powerful vortex that is fast and thorough for exceptional blending results. Additionally, Intelli-Speed® Motor Control senses contents and maintains optimal speed to power through all ingredients , allowing you to crush ice cubes, puree soft fruits or blend extra-thick milkshakes with equal ease and efficiency. The product starts from Rs. 12,990.00 and comes in 8 colours, including the signature Empire Red, Candy Apple, Green Apple, Raspberry Ice, Cobalt Blue, Onyx Black, Liquid Graphite and White.

### **About the Kitchen 14 Cup Food Processor**

The KitchenAid 14 Cup Food Processor with EXACTSLICE™ 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. The processor comes in two exciting shades of Candy Apple and Frosted Pearl at a price of Rs. 24,990.

### **KitchenAid® Professional Hard Anodized Nonstick 5-Piece Set**

Enjoy the long-lasting durability of Hard Anodized nonstick cookware. This professional-grade set includes: 10 Skillet; 3.0-Quart Saucepan with Lid; and 3.5-Quart Saute with Lid priced at Rs.12,990.00.

### ***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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