

KitchenAid®

KitchenAid Introduces An Earthy Matte Finish Range Launches Terracotta and Cast Iron in KitchenAid Signature Stand Mixers

KitchenAid, premium appliance and kitchen brand has been offering cooking enthusiasts colorful appliance options for more than 50 years. The brand which is globally known for innovating and introducing new colors in accordance to latest trends and preferences is now adding two new hues to its Artisan® and Artisan® Design Series stand mixer palettes. This season, the brand has introduced an earthy range of Matte Finish colors in the very trendy Terracotta and Cast Iron.

Globally, over five decades ago KitchenAid pioneered color in the kitchen with the introduction of stand mixers in Petal Pink, Sunny Yellow, Island Green and Satin Chrome. Today, there are more than 30 colors and finishes in the stand mixer collection in India itself. Beyond well-crafted products for those who love to cook, KitchenAid is committed to offering consumers new ways to accent their kitchens and express their personalities. The whole idea behind introducing quirky and eccentric colors is to make cooking more fun and enliven the kitchen space with a burst of color. Color is also found throughout the KitchenAid collection in both electric and nonelectric products such as gadgets and utensils, bakeware, cookware and appliances.

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 colors 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 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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