

# **KitchenAid®**

## ***KitchenAid India Expands Breakfast Category Launches unique KitchenAid 2 Slice Toaster with One Touch Control***

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**New Delhi, July 2016:** KitchenAid, leading small appliance brand in India launches [2 Slice Toaster](#) and expands breakfast category in the country. One can experience the perfect start to every morning with the new KitchenAid Toaster.

A one-touch control raises and lowers bread on demand, Crumpet and Defrost buttons toast everything just the way you want and a Keep Warm button keeps toast warm until you're ready, without additional browning. The End-of-Cycle signal will beep and the toaster will shut off and raise the food. One can easily reheat previously toasted food in under a minute with its convenient Reheat function. The Toast/Cancel function lowers the bread and starts or cancels the toasting cycle. A ring of light around the button illuminates when the heaters are actively toasting.

The features and benefits of the unique toaster include, one touch motorized lift control which can raise and lower the bread, even in the middle of a cycle. The striking feature of the 7 shade setting can control lighter to darker toasting. Versatile functions such as the Keep Warm function can be used to keep toasted foods warm for up to one minute after toasting. All other functions toast items to one's desired shade. Extra wide 3.8cm slots can handle the thickest crumpets, breads or pastries easily. Digital display with countdown timer illuminates which toasting shade and function one has chosen, as well as a progress bar that counts down the toasting time. The removable crumb tray catches crumbs from toasted bread in a durable, full-width tray that can be washed in the top rack of a dishwasher or the sink of any Indian kitchen.

All metal construction offers durability and style, particularly the stainless steel housing and steel interior. The artistically designed toaster comes in two signature colors of Empire Red and Onyx Black priced at Rs. 8490/- and available at select stores across India and [www.kitchenaid.in](http://www.kitchenaid.in).

### ***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

For more information or media related queries, contact:

Saanya Rallan  
PR Consultant, KitchenAid India,  
[rallan.saanya@gmail.com](mailto:rallan.saanya@gmail.com), 9873936351

Ashitaa Jha,  
Digital and Social Media Senior Executive, KitchenAid India  
[ashitaa\\_jha@whirlpool.com](mailto:ashitaa_jha@whirlpool.com), 8447092621