

KitchenAid® Relaunches Kitchen Tool and Gadget Collection With New Materials, Finishes, and Colors

Chicago, March 2018 – KitchenAid non-electric kitchen tools and gadgets are getting a major makeover for 2018 with designs debuting at the International Home + Housewares Show. The new collections, under license by Lifetime Brands, address current design trends and the desires of the evolving home chef.

“The updated KitchenAid tools and gadgets feature slimmer designs, smaller, user-friendly handles and finishes, natural materials, and quieter branding, which reflects trends that we’ve seen within the home,” says Steve Campise, Kitchenware Division President, Lifetime Brands, Inc. “Each of the new ranges, regardless of material, were developed to represent the quality and craftsmanship that the KitchenAid consumer expects.”



The relaunch consists of a complete update to the KitchenAid Classic and Gourmet collections. The new designs are sleek and clean and feature a subtle logo to allow the products’ features, functions, and craftsmanship to stand out. The KitchenAid Classic assortment features an updated handle design with a gloss ABS accent, satin chrome finish accents, and debossed KitchenAid logo. The KitchenAid Gourmet line features trend-right matte finishes and upgraded, brushed stainless steel accents on the handles. This range will also include the KitchenAid 1919 medallion logo on the endcap. In addition to the new handled tools and gadgets, Lifetime Brands is showing key KitchenAid items such as fruit slicers, pastry blenders, bowl scrapers, odor removing bars, etched graters, splatter screens, tongs, and measuring cups and spoons, as well as a new set of textured ceramic mixing bowls.

To further provide customers with premium KitchenAid product offerings, Lifetime Brands is introducing KitchenAid tools and gadgets with wood handles. Natural woods, including walnut, acacia, maple, and beech wood, will be combined with satin, copper, or other metal accent finishes. The wood handles add a sophisticated, upscale look to the KitchenAid portfolio.

Stainless steel handles, another updated option, transform the tool and gadget range into something you'd see a professional chef using. With high-quality finishes, sturdy construction and weight, these items leave no doubt that they're built to do the job, and built to last.

The 2018 tool and gadget introductions are also aligned with global KitchenAid color strategy. Many kitchen tools and gadgets will now be offered in the KitchenAid colors of milkshake, pistachio, and ink blue.

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About KitchenAid

Since the introduction of its legendary stand mixer in 1919 and first dishwasher in 1949, 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, ranges to refrigerators, and whisks to wine cellars. Cook for the Cure®, the brand's partnership with Susan G. Komen®, is now in its 15th year and has raised over \$10.7 million to help find a cure for breast cancer. To learn more, visit KitchenAid.com or join us at [Facebook.com/KitchenAid](https://www.facebook.com/KitchenAid) and [Twitter.com/KitchenAidUS](https://www.twitter.com/KitchenAidUS)

About Lifetime Brands, Inc.

Lifetime Brands is a leading global provider of kitchenware, tableware and other products used in the home. The Company markets its products under well-known kitchenware brands, including Farberware®, KitchenAid®, Sabatier®, Amco Houseworks®, Chef'n®, Chicago Metallic™, Copco®, Fred® & Friends, Houdini™, KitchenCraft®, Kamenstein®, Kizmos™, La Cafetière®, MasterClass®, Misto®, Mossy Oak®, Swing-A-Way®, Taylor® Kitchen, and Vasconia®; respected tableware and giftware brands, including Mikasa®, Pfaltzgraff®, Fitz and Floyd®, Creative Tops®, Empire Silver™, Gorham®, International® Silver, Kirk Stieff®, Rabbit®, Towle® Silversmiths, Tuttle®, Wallace®, Wilton Armetale®, V&A®, and Royal Botanic Gardens Kew®; and valued home solutions brands, including Bombay®, BUILT NY®, Taylor® Bath, and Taylor® Weather. The Company also provides exclusive private label products to leading retailers worldwide. The Company's corporate website is www.lifetimebrands.com.