

## KitchenAid Launches “No-Mess No-Stress” Food Preparation Solutions

*Chicago, March 2017* —KitchenAid has expanded its non-electric culinary tool and gadget collection with innovative food preparation solutions that help home cooks reduce the mess and stress. The **KitchenAid® “No-Mess No-Stress”** items – Garlic Press, Citrus Squeezer, Fruit Slicer, Rotary Grater, and Can Opener – offer revolutionary designs that help to minimize handling of food, reduce strain and fatigue, and simplify cleanup.

At retail, hands-on interactive store displays allow consumers to experience the unique functionality of each item, while new, informative packaging calls out the enhanced features and benefits. These No-Mess No-Stress items deliver the superior quality and top-performance consumers have come to expect from KitchenAid.

### **NO-MESS NO-STRESS CITRUS SQUEEZER**

If you’re not in the market for a large-scale juicer but still want the convenience of juicing citrus fruits at home, look no further. Crafted from heavy-duty cast aluminum, the KitchenAid® No-Mess No-Stress Citrus Squeezer helps make it easy and stress free to juice lemons, limes, and other citrus fruits for your favorite recipes. Designed to sit on your countertop or table during use, the squeezer helps reduce the effort needed to complete the task. Simply lift the handle, place a halved lemon, lime, or orange in the strainer, and press down. The head is designed to catch squeezed juice in the base of the hopper, leaving pulp and pits in the strainer. The built-in spout allows for spill-free pouring of the juice into a glass or bowl. Dishwasher safe. MSRP \$19.99



### **NO-MESS NO-STRESS GARLIC PRESS**

Crushing garlic can be a messy and tedious task. With a heavy duty cast aluminum handle and pusher, the KitchenAid® No-Mess No-Stress Garlic Press easily crushes garlic and extracts pulp while helping to keep juices and garlic away from hands and surfaces. Simply place the garlic press on a countertop, lift the handle, add peeled garlic to the hopper, and press down. The crushed garlic and juices stay within the hopper. To dispense, slide the switch on the handle forward and a lever sweeps the garlic out of the hopper. Dishwasher safe. MSRP \$19.99



### **NO-MESS NO-STRESS FRUIT SLICER**

A multi-function tool built for ease of use, the KitchenAid® No-Mess No-Stress Fruit Slicer with Cherry and Olive Pitter is ideal for slicing soft fruits, vegetables, hard boiled eggs, and cheeses for garnishes and salads. Place the device on your countertop, lift the handle, put food on the platform, and press down. Sliced food stays upright on the platform for dispensing, while juices drain into the hopper below. It also pits cherries and olives, leaving pits in the hopper below for disposal. Dishwasher safe. MSRP \$14.99



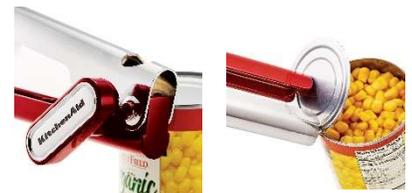
### **NO-MESS NO-STRESS ROTARY GRATER**

This rotary grater packs serious power and delivers an extra high yield of shred when it comes to your favorite hard cheese! The KitchenAid® No-Mess No-Stress Rotary Grater has a sleek design with a removable, etched blade for seriously improved grating. Perfect for grating cheese, chocolate, or vegetables, this grater features an ultra-sharp etched blade that glides effortlessly through hard and semi-soft cheeses as well as hard chocolate. Simply lift the lid, place food in the compartment on top, press the lid down, and crank the handle. Grated food is dispensed in the barrel beneath. Grate directly over a dish or cooking vessel or use the included cap to keep contents inside. This provides a convenient way to transport grated food to a table, where the cap can then be removed to shake contents onto individual plates of food. Dishwasher safe. MSRP \$17.99



### **NO-MESS NO-STRESS CAN OPENER**

The sleek and stylish KitchenAid® No-Mess No-Stress Can Opener opens various size cans with the simple turning of its oversized soft-grip knob. Use the magnetic lid remover to help keep hands clean and away from sharp edges of the cut lid. This dual-function can opener also has an integrated bottle opener for added convenience. Hand wash only. MSRP \$17.99



### 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 15<sup>th</sup> year and has raised over \$10 million to help find a cure for breast cancer. To learn more, visit [KitchenAid.com](http://KitchenAid.com) or join us at [Facebook.com/KitchenAid](https://www.facebook.com/KitchenAid) and [Twitter.com/KitchenAidUSA](https://www.twitter.com/KitchenAidUSA).

### About Lifetime Brands, Inc.

KitchenAid® culinary tools and gadgets are manufactured by 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 KitchenAid®, Farberware®, Sabatier®, Amco Houseworks®, Chicago™ Metallic, Copco®, Fred® & Friends, Kitchen Craft®, Kamenstein®, Kizmos™, La Cafetière®, Misto®, Mossy Oak®, Reo®, Savora™, Swing-A-Way® and Vasconia®; respected tableware and giftware brands, including Mikasa®, Pfaltzgraff®, Creative Tops®, Empire Silver™, Gorham®, International® Silver, Kirk Stieff®, Towle® Silversmiths, Tuttle®, Wallace®, Wilton Armetale®, V&A® and Royal Botanic Gardens Kew®; and valued home solutions brands, including Bombay®, BUILT NY®, Debbie Meyer® and Design for Living™. The Company also provides exclusive private label products to leading retailers worldwide.