



A counter for trying out appliances before purchase, in the KitchenAid showroom



The Artisan product range is available in a variety of colours



The little chefs corner in the showroom

In 1955, a first for the completely white world of kitchen appliances, the mixer was dressed in radiant colours: Petal Pink, Sunny Yellow, Island Green, Satin Chrome and Antique Copper. In 1994 the palette was extended and follows the popularity of the new models – Empire Red, Cobalt Blue, Green Apple, Pastel Yellow, Anthracite Grey and even Tangerine Orange – to the great joy of cooks everywhere. It is now almost impossible to watch a TV show or a movie and not catch a glimpse of the iconic mixer on a kitchen countertop.

In its first three years of production, 20,000 units were sold from the KitchenAid factory in Greenville, Ohio (USA) where it is still manufactured. In 2012, KitchenAid celebrated a milestone that few would have imagined back in the early 20th century: an annual production of two million stand mixers. “This is by far the largest number we have ever produced in our Greenville, Ohio plant where every stand mixer sold around the world is built,” notes David Elliott, general manager of KitchenAid small appliances. “Given the craftsmanship that goes into assembling each stand mixer, we’re very proud to have the skilled work force and manufacturing process needed to fulfil increasing demand while maintaining the premium quality consumers expect from KitchenAid.”

A key feature, which makes the legendary mixer even more unique, is a hub that taps into the powerful motor to accommodate over a dozen optional attachments for everything from grinding grain and meat to kneading dough, slicing vegetables, rolling and cutting pasta and even making ice cream. Optional attachments for the stand mixer include a slicer and shredder, fruit and vegetable strainer, food grinder, grain mill, citrus juicer and sausage stuffer; a pasta roller and a ravioli maker; several pasta cutters (including fettuccine, spaghetti, angel hair and wide noodle); and an ice cream maker.

Passion, quality and technology: this is the mix of ingredients that makes this a truly unique and great brand.

AN ICONIC BRAND COMES TO JORDAN

In 2008, a young Jordanian couple decided it was time they brought the world’s best-loved kitchen appliance brand to their country. Their partnership with KitchenAid brought to life their own company Adawat. With a passion for everything in the kitchen, Adawat began distributing its products, with great success, throughout the country. They found that there were many like-minded people in Jordan who were as equally passionate about the KitchenAid brand.

Over the years, and with increasing demand for more of KitchenAid’s product offerings, they found that Jordan’s kitchen-lovers deserved more from

A TIMELESS LEGACY

“I DON’T CARE WHAT YOU CALL IT, IT’S THE BEST KITCHEN AID I’VE EVER HAD!”



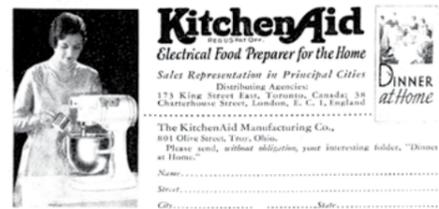
“.. DINNER AT HOME”

Now Mother can enjoy it as much as the rest of the family

Somehow, there is no event of the day that plays as important a part in home life as the gathering of the family around the dinner table. What happy memories, what spiritual and material sharings it brings—especially when its daily preparation becomes a pleasurable pastime instead of just plain hard work!

Think, too, how delightful it is to entertain your friends informally at dinner. No other form of hospitality quite takes the place of “dinner at home.” No doubt you would like to entertain this way more often if it just didn’t seem so much of an undertaking.

time, can be done AT THE SNAP OF A SWITCH—for KitchenAid, more than a mere mixer, does most of the work essential to the preparation of all the meals. In thousands of homes, thanks to KitchenAid, entertaining is now the simple and cordial event it should be—and Mother enjoys “dinner at home” as much as the rest of the family. Why not simplify your kitchen work with KitchenAid? Our very interesting pamphlet, “Dinner at Home,” will be sent you free of charge. Simply fill in the coupon and mail it to us.



Early 20th century advertisement

A VERY LONG HISTORY... IN BRIEF

As the KitchenAid brand completes its 95th year and closes in on the first century since the idea was formulated by Herbert Johnson, who thought there might be a better way as he watched a baker kneading dough, we look back at the time when in 1919, on the eve of the Second World War, the KitchenAid brand was created.

It is also worth revisiting the eras it journeyed, such as the triumph of women gaining their right to vote, musical revolutions such as swing, blues, jazz and rock and roll to the invention of the chocolate chip cookie to the more contemporary cupcake and cake pop frenzy. From a time when the best option for bread was mother’s kitchen, to a time of “instant” and box mixes to the more recent health-conscious trends of organic and pure food. Instead of reflecting on how this timeless invention has changed our life, let’s think: where would the avid home baker be today without the best kitchen aid?

The earliest models were made for bakers and navy ships during the war, after the war the company took a different direction and created a smaller model to fit on home kitchen counter-tops. “I don’t care what you call it, it’s the best kitchen aid I’ve ever had!” This enthusiastic appraisal came from the wife of a manager who had just tried the legendary Stand Mixer, the name KitchenAid was born.

In 1936, Egmont Arens a world famous designer as well as the editor of Vanity Fair, one of the most renowned magazines in the world, shared his know-how with KitchenAid. He designed three of the most elegant models, among which the famous “K”, a cult nowadays. His creations, considered as exceptional, have won several design awards and are exhibited in many museums. To date, the KitchenAid mixer still resembles those designed by Arens.

Adawat than what came in the box, from there, the KitchenAid Experience Store came to life. On March 1, 2012, the KitchenAid Experience Store opened its doors to the public. On that day, Jordan proved its thirst for the brand as the store filled-up with food lovers, despite the cold weather, over steaming mugs of hot cocoa, fresh pasta and the smell of fresh cookies and bread baking in the oven, people saw and tried first-hand the kitchen companions they would chose before taking them home. As a first in Jordan, and in the Middle East, the store proved a great success, with a pantry, fridge and freezer stocked with everyday staples; all you have to do is try your hand at a fresh smoothie and you'll fall in love with a blender instantly! The all-welcoming staff helps you select the machine you need and give you tips and tricks on how to get the best out of it; once you walk out the door you'll be eager to try new recipes and get creative, as beautiful as it looks, it is surely not a household item that will be perched on a shelf collecting dust.

The store also offers classes to its customers such as cookie baking and decorating, pasta making, ice cream basics and many more, a little chefs corner for kids to keep your little ones busy while you shop and a free delivery service for new purchases as well as a free pick-up and drop-off for after-sales maintenance requests. The aftersales service manager at KitchenAid Jordan shares a story of a middle-aged lady who brought in an old KitchenAid Artisan Stand Mixer for a repair; the mixer was in excellent condition but the lady was so reluctant to leave it because she said she felt her late mother was with her in the kitchen whenever she used it, she seemed very emotional and then shared that this was the first time the mixer needed a repair since her parents had bought it in the late '70s. After looking up the serial number, he discovered that the mixer was a model from 1978 and it only required a minor touch of grease and was still as good as new; a true testament to the superior quality and timelessness of the product, being passed down through generations.



The KitchenAid Stand Mixer is offered in a variety of colours to suit every kitchen



A class in the KitchenAid showroom



KitchenAid Artisan Kettle in Almond Cream



KitchenAid at Taj Lifestyle Chocolate Festival for a mother and daughter cook-off

DO BETTER BY DOING GOOD

The company truly believes that in order to do better, one must do good. In an initiative to give back to the community it launched a Facebook page called *Bake a Difference* teaching young adults from high schools in Amman basic baking skills and community service by holding a bake sale in their community and donating all the proceeds to a selected local child-related charity, its first activity being a very successful bake sale in partnership with the women behind Tobacco Free Jordan, funded signs for smoke free children's areas in public parks.

Since its founding the company has supported many organizations in events such as the Harley Davidson Breast Cancer Awareness Day, Smoke Free Jordan's Tobacco Free Day Celebration raising awareness among children, and Jamie

Oliver's Food Revolution Day where the Experience Store hosted kids making Chef Jamie Oliver's healthy smoothie recipes, teaching them about food; the picture of the event was re-Tweeted by Jamie Oliver's Food Revolution handle @FoodRev which currently has over 99,000 followers.

A PROMISING FUTURE

This year is a very big year for the KitchenAid Experience Store with many exciting new things in store for kitchen and food-lovers! 2015 will see the growth of the product line adding much awaited products such as filter coffee machines, juicers, new attachments and the addition of the brand new line of KitchenAid bakeware, cookware and tools. Adawat will also be re-launching its website *Adawatonline.com* in March with an all-new customer experience. To stay updated about the company's most recent promotions and activities see [Facebook.com/KitchenAidJO](https://www.facebook.com/KitchenAidJO).



Jamie Oliver's Food Revolution Day at the showroom



A variety of attachments are available for the KitchenAid Stand Mixer



KitchenAid espresso machine



Double-sided waffle baker in Empire Red