

KitchenAid

A HALLMARK BRAND

KitchenAid celebrated the milestone of 95 years since the creation of the first *Stand Mixer* in 1919. Last month, Jordanian retailer Adawat hosted KitchenAid ambassador chef Maria Chiara Sereno at its showroom in Wadi al Seer to mark the achievement.

The successful event was attended by customers and advocates of KitchenAid, who were eager to become more familiar with the products. Chef Chiara demonstrated three different recipes using the brand's iconic *Stand Mixer*: traditional stiff dough for lasagne, a cocoa tagliatelle and a sponge cake.

For each recipe, Chiara used the *Stand Mixer* in a different way, making use of its dough hook, flat beater and wire whip as well as pasta attachments that pressed and cut the dough into the desired shape. The finale was the delicious sponge cake, for which the *Stand Mixer* was able to create a very light and fluffy batter and a complementary airy frosting.

The *Stand Mixer* is a timeless favourite and hallmark product for the brand because of its versatility and ease of use. "It's ideal for personal and professional chefs, to foodies and bloggers, or whomever; it's suitable for the taste and skill of everybody," says Chiara. Her advice for first-timers is to, "Just try it out! Don't be blocked by the fact that it is a machine. You can do whatever type of recipe you normally make. The difference with KitchenAid is that you can make your favourite recipes a little bit better, a bit faster and with less effort."

In the last five years, KitchenAid as a brand has grown threefold, adding 40 different products to the market. In addition to new products, the brand is also achieving geographical expansion in terms of training and sales points. "I believe KitchenAid products need to be lived, and after trying them people fall in love with them. That's why I do these kinds of tours," explains Chiara, who travels around Europe, Russia and the MENA region hosting presentations and workshops with the products.



Receptionists greeted attendees and collected forms for entrants to the drawing



Chef Chiara demonstrates the various uses for the Stand Mixer

Also in attendance was Sudhir Nagaraj, the regional sales manager, who was very enthusiastic about the growth of KitchenAid across regional markets. "New novelties are coming to the region this year including the *Pour Over Coffee Brewer*, the fast *Centrifugal Juicer* and the slow *Maximum Extraction Juicer*," he explains. "One new exciting product being launched is a patented technology, the *Magnetic Drive Torrent Blender*, which is unlike any other blender on the market." This blender uses an interlocking magnetic drive system to power the blades resulting in a product with unprecedented power.

KitchenAid expects to continue expanding its range and providing new items to enhance your culinary experience. Check in with Adawat for the latest items in Amman or visit Adawatonline.com.



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