

KitchenAid®

NEW STAND MIXER ATTACHMENT FROM KITCHENAID® MAKES IT EASY TO BE A BETTER BAKER *The Sifter + Scale is an All-in-One Baking Attachment for Fluffy, Consistent Results*

Benton Harbor, Michigan (October 23, 2018)—KitchenAid® created a new Sifter + Scale stand mixer attachment to help passionate home bakers elevate their baking skills just in time for the holiday season. The all-in-one attachment accurately measures, thoroughly sifts and automatically adds ingredients directly into the mixer bowl in just one step.

“The new Sifter + Scale will be an essential must-have attachment for people who love to bake,” said Nikki Lockett, U.S. Marketing Leader for KitchenAid Small Appliances. “This will allow people to perfect their favorite baked goods and achieve consistent, delicious results every time.”

Properly sifted and accurately measured ingredients are the first step to professional-quality baked goods. If you don’t prep your ingredients correctly, things turn out wrong. A cup of flour varies when measured for volume rather than weight and failing to sift ingredients can result in flat cakes and breads. Powered by the stand mixer, the new Sifter + Scale attachment makes it easy to eliminate the guesswork and bake with precise amounts of ingredients.

The Sifter + Scale is an all-in-one attachment that allows you to:

- **Accurately Measure**—The integrated digital scale allows bakers to measure dry ingredients before placing them into the hopper to be sifted. The scale can also be used separately on a countertop to weigh ingredients that don’t need to be sifted, such as chocolate chips.
- **Thoroughly Sift**—With the Sifter + Scale, bakers can enjoy the ease of hands-free sifting, leaving more time to take care of other tasks. Not only more efficient, hands-free sifting provides more consistent mixing to produce fluffy baked goods.
- **Hands-Free Chute**—The chute slowly incorporates ingredients into the bowl while the mixer is running for optimal results. The chute can also swivel to funnel ingredients into a separate container without spilling.

Easy to clean and store, the Sifter + Scale is a necessary attachment for holiday baking and an ideal holiday gift for those looking to improve their skills in the kitchen. From fluffy cakes to delicious bread, passionate bakers will love what the attachment can do to perfect their favorite baked goods.

The MSRP for the Sifter + Scale is \$169.99 and is available for purchase on KitchenAid.com and at select retailers nationwide.

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 those with a passion to make. 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. To learn more, visit KitchenAid.com or join us at Facebook.com/KitchenAid and Twitter.com/KitchenAidUSA.

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