



KITCHENAID® ICE CREAM MAKER

MAKING ICE CREAM AT HOME HAS NEVER BEEN MORE RELEVANT



Residential ice-cream machine market is poised to grow by nearly **10%** annually through 2022.¹



Many consider Ice Cream to be the ultimate social food with nearly 87% saying they prefer to enjoy ice cream with **family**, **friends** and/or colleagues.²



47% of regular ice cream consumers have a favorable perception of a product that is "**customized** / **personalized**"³

Sources: The State of the Global Ice Cream Market - Kerry Group ¹, Ice Cream Unwrapped - Kerry Group ², Top 10 Trends to Watch in Ice Cream - Barry-Callebaut ³

KITCHENAID'S ICE CREAM MAKER IS LOVED - BUT HAS OPPORTUNITY TO IMPROVE

KitchenAid

TOP 5 SELLER ¹

A key part of the KitchenAid attachment portfolio for over a decade



"MOST FUN" Rated by current owners ²

Making your own ice cream at home persists as a fun and engaging activity for the whole family



OPPORTUNITY



Improved texture

"It was less textured and more like a soupy melting milkshake than anything"



Easier set-up

"It worked for me, but it was a little clumsy to use and set up"

Sources: 2019 FY Category Financials ¹, Stand Mixer Culinary Center 2.0 Qual and Quant², Amazon, KitchenAid.com Reviews

WE KNOW CONSUMERS WANT BETTER TEXTURE

CONSUMERS RATED THE FACTORS
MOST IMPORTANT FOR GREAT ICE CREAM



TEXTURE AND HARDNESS ARE TOP RATED
ASPECTS OF GREAT ICE CREAM

Texture was one of the most frequently mentioned aspects of great ice cream

72% want ice cream that is **“harder than soft serve but still easy to scoop”**

64% said the **ice cream** they get from their current machine **“could be harder”**

Source: Ice Cream Maker In-home Research Report - 2019

INTRODUCING THE NEW KITCHENAID ICE CREAM MAKER

Improved Texture

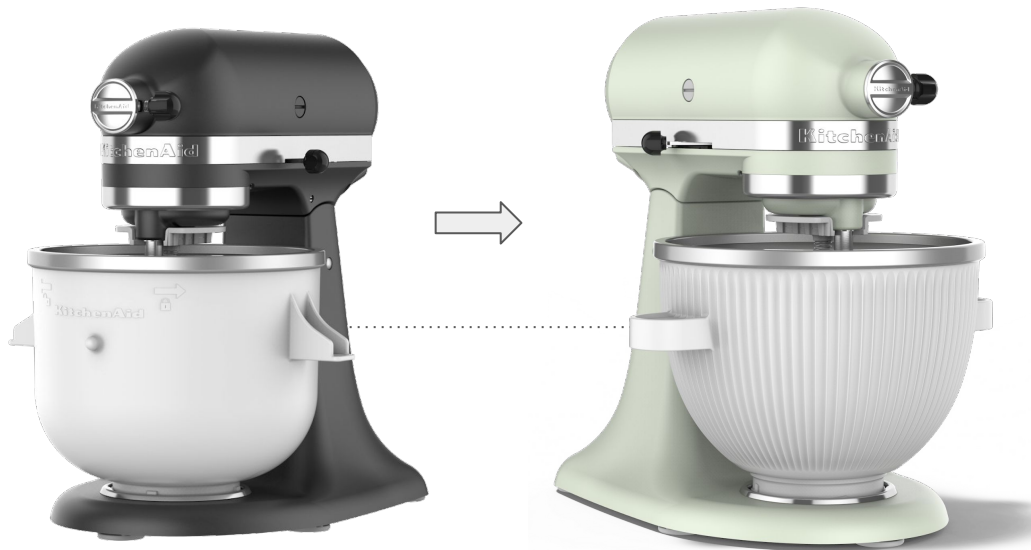
Design and material improvements ensure the bowl stays colder longer* you now can have consistent texture across recipes, and more scoopable ice cream out of the bowl

Simplified Set-Up

An improved drive assembly and new handles more easily connect to the Stand Mixer

Exceptional Design & Craftsmanship

Meticulous design elements enhance overall aesthetics while a focus on durability & craftsmanship delivers our highest quality Ice Cream Maker to date



CURRENT - KICA0WH

NEW - KSM1CM

*Compared to previous model KICA0WH

THE NEW ICE CREAM MAKER STAYS COLDER LONGER - TO DELIVER THAT IMPROVED TEXTURE CONSUMERS SEEK

How Ice Cream is Made...

- The slow churning of ice cream batter generates tiny air bubbles - increasing the ice cream's volume (ice cream is 30%-50% air)
- Then, as the mixture freezes, tiny ice crystals form - giving ice cream its smooth, creamy texture
- The new KitchenAid Ice Cream Maker stays colder longer, so the churning adds more air while the bowl forms more crystals, resulting in an improved texture



KITCHENAID ICE CREAM MAKER ATTACHMENT

**** MSRP & promo details are subject to change**

Model:	KSMICM	MSRP: \$149.99 Promo: \$99.99 - \$129.99	Date Available	April 2022
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The new KitchenAid Ice Cream Maker allows you to create infinite ice cream possibilities with perfect texture every time.

Key Features

- Consistent Light and Airy Texture: With a bowl that stays colder longer* you now can have consistent texture across recipes, and more scoopable ice cream out of the bowl
- Explore Flavor and Ingredient Combinations: Powered by the Stand Mixer, churn small batch ice cream, gelato, sorbet, and frozen yogurt at home
- Ice Cream Creation in less than 30 minutes: 2.0 quart bowl makes your favorite ice creams, gelatos or sorbets in less than 30 minutes

Key Specs

- Compatible with Tilt Head & Bowl Lift Stand Mixers 4.5qt and Larger
- Aluminum inner bowl



*Compared to previous model KICA0WH