A Humble Beginning
The history of the iconic KitchenAid stand mixer began with a chance encounter between an overburdened baker and an industrious engineer. The year was 1908, and Herbert Johnston, an engineer at the Hobart Manufacturing Company in Troy, Ohio, was watching the baker mix bread dough with an age-old iron spoon. Convinced there had to be a better way, Johnston set to work developing an 80-quart electric stand mixer.

Less than seven years later, professional bakers across the country had the KitchenAid stand mixer: an easier and more efficient way of getting the job done. The amazing new labor-saving machine caught on so quickly, the U.S. Navy ordered stand mixers for its three new battleships: the California, the Tennessee, and the South Carolina. By 1917, the stand mixer was classified as "regular equipment" on all U.S. Navy ships. The product's overwhelming success prompted Hobart engineers to design a smaller model that could be used in home kitchens. But World War I interfered, and the concept would have to wait until peacetime returned.

1919: The Birth of Unprecedented Quality
The year 1919 was truly a time of change. The gray days of war were giving way to the gaiety of the Roaring '20s, and an era of prosperity and progress was upon us. Like other war munitions plants across the country, the Troy Metal Products Company (a subsidiary of Hobart), revived its peacetime operation.

1919
KitchenAid joins the Crescent Washing Machine (one of the names used for Josephine Cochrane's design after her death) and changes the name to Warewasher.

1920
KitchenAid launches an advertising campaign for its home stand mixer in the national media.

1923
The KitchenAid Manufacturing Company is created. KitchenAid stand mixer operations move to Troy, Ohio.

1926
KitchenAid acquires the Crescent Washing Machine (one of the names used for Josephine Cochrane's design after her death) and changes the name to Warewasher.

An array of dishes that are sure to delight your senses and please your palate. We hope you'll find the past interesting and the future taste-tempting as you try our exciting appetizers, main courses, breads, and desserts.
efforts, and set to work on the Model H-5 stand mixer—the first electric “food preparer” for the home. Wives of Troy executives were commissioned to test the initial prototypes. After a successful trial run, one famously reported, “I don’t care what you call it, but I know it’s the best kitchen aid I have ever had!” A brand name was born, and the first KitchenAid stand mixer was unveiled to the American consumer in 1919. The H-5 was the first in a long line of KitchenAid stand mixers that utilized “planetary action,” a revolutionary design that rotated the beater in one direction while moving it around the bowl in the opposite path, and included time-saving attachments such as a food grinder and a juicer.

The new stand mixer rolled off the assembly line at the rate of four per day, but retailers were initially hesitant to carry the unique product. Undeterred, the company’s largely female sales force set out to sell the 65-pound H-5 door-to-door. They gave in-home demonstrations to groups of modern women looking to simplify their lives with an exciting new machine that could mix, beat, cut, cream, slice, chop, grind, strain, and freeze.

Innovation and quality have always been the hallmark of KitchenAid appliances, and as the decades wore on, the company focused on meeting consumer’s changing needs. When urbanization brought Americans into smaller city dwellings, KitchenAid responded with the Model G, a less bulky mixer that sold 20,000 units in its first three years on the market.

Early users of these machines include John Barrymore, Henry Ford, and Ginger Rogers.
convenience and ingenuity into kitchens across the globe. From pioneering planetary action 90 years ago to unveiling the first stand mixers in Petal Pink, Sunny Yellow, and other stylish colors in 1955, our products have been at the forefront of culinary trends. Today, the KitchenAid legacy of quality lives on not only in the multifunctional stand mixer and its attachments, but also in the full line of kitchen appliances, gadgets and utensils, cookware, bakeware, cutlery, and kitchen textiles sold around the world. Every product that carries the KitchenAid name, whether purchased in Paris or Peoria, is guaranteed to be strong, reliable, versatile, and backed by more than 90 years of quality and excellence.

KITCHENAID APPLIANCE HISTORY TIME LINE


Food processor models are added to the line.

KitchenAid announces the Architect® Series, a suite of stainless steel appliances that includes the first stainless steel dishwasher exteriors. With features inspired by, and created for, those who love to cook and entertain, the design of each piece complements each other for a complete kitchen suite.

Expanding its line of premium food processors, KitchenAid introduces a new 11-cup, three-bowl food processor with a citrus press. The new Professional 6™ stand mixer is introduced, offering greater capacity to give home bakers the ability to mix dough for multiple loaves of breads, cakes, and cookies all at one time.

In conjunction with the International Association of Culinary Professionals (IACP), and supported by culinary notables, including the late Julia Child, KitchenAid is a founding member of Endangered Treasures, a program dedicated to preserving and restoring historic cookbooks, menus, and other materials.

To date, KitchenAid has raised more than $6 million for Susan G. Komen for the Cure with a variety of Cook for the Cure programs including: the sales of their limited-edition pink products, which generate a donation with each purchase and registration; auctions at KitchenAid-sponsored culinary events; and educating people how to host parties at home that raise funds to help fight breast cancer.

KitchenAid announces the construction of a new world-class 185,000-square-foot plant in Greenville, Ohio.

KitchenAid debuts suites of countertop appliances in matching bold colors such as Empire Red and Cobalt Blue.

KitchenAid focuses on the home chef and launches lines of cookware, bakeware, cutlery, kitchen textiles, and other products.

KitchenAid announces fully integrated dishwashers with concealed controls and a choice of color, stainless steel, or customized panel-ready doors.

Cook for the Cure®, a partnership between KitchenAid and Susan G. Komen for the Cure is born. Money is initially raised for breast cancer research and education through the sale of the pink stand mixer, though additional philanthropic initiatives are later added.

Convection ovens are added to the cooking product lineup.

Briva®, KitchenAid brand’s breakthrough in-sink dishwasher, becomes available for homes with standard-sized cabinets.

KitchenAid unveils a two-drawer dishwasher, which is capable of washing two loads simultaneously at completely different cycle settings.

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An evolution from the successful first generation of suite appliances, Architect® Series II is introduced.

KitchenAid introduces the first full-size range with steam assist cooking.

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