

# KITCHENAID NSF IMMERSION BLENDERS

Unmet Customer Need	Commercial operators and chefs want a powerful, quiet immersion blender that is easy to clean and use.
Key Marketing Message	Powerful, versatile food preparation tool that provides quieter, ergonomic one-hand operation for quick blending and easy cleanup.



FEATURE	BENEFIT
Powerful 0.5 HP DC Motor	<b>Quieter</b> , powerful DC motor for all types of blending jobs. Lighter weight (3.3 lbs) adds to ergonomic comfort.
2 Speed Settings (11,000 & 18,000 rpm)	Flexibility to blend various types of ingredients and different blending needs
Removable Stainless Steel Blending Arms	<b>Dishwasher safe</b> , versatile, use multiple blades/attachments for different needs
Wall Mount Included	Easy to store the unit and blending arms for quick access
Multiple Attachments Available	Different sizes and types of blending arms (S-blade, Cross-blade and Whisk) for different blending needs
2 year warranty	Peace of mind, protect your investment

Model Numbers	Target Launch Date (OTS)	MSRP	MAP	Dealer Cost	MAP Margin %
<b>KHBC208</b> (8"/20cm arm)	<b>April '14 (US)</b>	<b>\$249.99</b>	<b>\$199.99</b>	<b>\$129.99</b>	<b>35%</b>
<b>KHBC210</b> (10"/25cm arm)	<b>April '14 (US)</b>	<b>\$299.99</b>	<b>\$249.99</b>	<b>\$162.49</b>	<b>35%</b>
<b>KHBC212</b> (12"/30cm arm)	<b>April '14 (US)</b>	<b>\$349.99</b>	<b>\$299.99</b>	<b>\$194.99</b>	<b>35%</b>

**Color Availability**

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