



KitchenAid loyalty passes on to a new generation

Ten-year-old Abby Vogt loves to cook. And Abby, who lives with her parents and two older brothers in an 1887 renovated Victorian located in a historic neighborhood in Illinois, relies on the family's *KitchenAid* appliances to prepare her culinary creations.

"I guess my passion for cooking has rubbed off on her," says Abby's mom, Peggy, referring to the family's tradition of cooking and baking together at home. "My *KitchenAid* kitchen is part of the experience we share – the performance is outstanding and the professional look and design of all the appliances visually pulls everything together for me. I love it."

Customer: Peggy & Bob Vogt

Location: Oak Park, Illinois

Occupations: Peggy, billing manager; Bob, attorney



KitchenAid launches the *Pro Line* series of major and portable kitchen appliances with distinctive and complementary designs, professional performance and premium customer service. KitchenAid continues to deliver unique solutions that appeal to cooking enthusiasts in ways that are creating unmatched levels of loyalty across generations.