

Building Good Things, for Life: GE Appliances Provides Reliable Kitchen Solutions for Every Need

GE Appliances showcases dynamic kitchen appliance line-up and collaboration with Chef Damaris Phillips at KBIS 2022

LOUISVILLE, Ky., Feb. 8, 2022 – GE Appliances continues to build upon its brand principles and pride in building the world’s best appliances producing “good things, for life” for consumers. Since 1907, the foundation behind all products and offerings has been rooted in trust and quality of performance.

“With people everywhere spending more time at home and kitchens continuing to act as a central hub for daily life, the need for products rooted in trust and performance continues to be a pillar of the GE Appliances brand,” said Todd Getz, executive brand director for GE Profile and GE Brand. “We’re continuing to build upon the trust our consumers have in us, while expanding our portfolio – from products big to small – to create appliances that drive ease and efficiencies in cooking and cleaning to meet every need of the modern family.”

The latest in NEW small appliances available to view at KBIS 2022, include:

- [**GE Digital 8-in-1 Air Fry Toaster Oven**](#) gets more done thanks to a combination toaster oven and air fryer with eight cooking modes and all the settings users need, including air fry, bake, broil, convection, keep warm, proof, roast and toast. Available now for a suggested retail price of \$219 at retailers nationwide.
- [**GE Tilt-Head Stand Mixer**](#) is a timeless kitchen essential, perfect for everyday baking needs. With an Easy Lift tilt-head, 5.3 qt. capacity, and a powerful 350-watt motor, this mixer can tackle users’ toughest tasks. Available now for a suggested retail price of \$299 at retailers nationwide in Granite Gray and Sapphire Blue.
- [**GE Immersion Blender and Accessories**](#) lets users blend smoothies, shakes, sauces and purees while easily adding ingredients thanks to the hand-held blender that ergonomically fits for single-hand operation. Available now for a suggested retail price of \$69 at retailers nationwide.

Showstopping Kitchens at KBIS include:

- **Cottage Crush** builds on the cottage core aesthetic inspired by romantic rural and farm lifestyle details featuring the **GE 30” Slide-In Electric Convection Range with No Preheat Air Fry, GE Top Control with Plastic Interior Dishwasher with Sanitize Cycle and Dry Boost, and GE Tilt-Head Stand Mixer**. The kitchen showcases the good things that come to life in the moments we share and the meals that we craft.
- **Newstalgia** strikes an artful balance of retro and modern details and evokes the energy of a hard-working kitchen where you can imagine a family interacting with the **GE 30” Slide-In Front Control Gas Double Oven Range with No Preheat Air Fry, GE 1.0 Cu. Ft. Countertop Convection Microwave with Air Fry and GE Smart Top Control with Stainless Steel Interior Door Dishwasher with Sanitize Cycle & Dry Boost** on display.

Celebrity Chef and GE Appliances ambassador, Damaris Phillips, will participate in the “Social Showdown: TikTok vs. Instagram vs. What’s Next” session on the KBIS NeXT Stage sharing her knowledge and experience on the popular social platforms. Damaris will be among a panel of experts who will help the audience compare the benefits of TikTok, Instagram and Pinterest and take away practical advice to build your personal brand. For a sneak peek of how Phillips will ‘mix it up’ for the tradeshow, [check out](#) her new TikTok.

To visit GE Appliances (Booth # W2500) and book a media tour for KBIS 2022, email KBIS.RSVP@geappliances.com. For more information about GE Appliances and its available products, visit geappliances.com or follow [@geappliances](https://www.instagram.com/geappliances) on Instagram, Pinterest or YouTube.

About GE Appliances

GE Appliances strives to make the world a better place and is committed to leading in the U.S. communities where its 14,000 employees live and work. A purpose-rooted and passion-driven organization, GE Appliances believes there is always a better way. Headquartered in Louisville, Ky., products are sold under the Monogram®, CAFÉ™, GE Profile™, GE® Appliances, Haier, and Hotpoint® brands. Its appliances, which are in half of all U.S. homes., include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners, water filtration systems, water heaters and small appliances. For more information, visit www.geappliancesco.com

###