

PRESS RELEASE



Ankarsrum Assistent Original is “Best of the Best – Kitchen Innovation of the Year 2018”

Golden Award – Best of the Best in the Small Electrical Appliances category

The “Kitchen Innovation of the Year” award is among the most coveted in the industry as it is based on consumer ratings and therefore enjoys high esteem as an eminent recommendation to buy. Now consumers have elected the Ankarsrum Assistent Original kitchen machine as the “Best of the Best – Kitchen Innovation of the Year 2018” in the Small Electrical Appliances category. The qualifier “Best of the Best” is awarded to products with the best overall score in their category. The reason for this very special commendation: the latest model of this traditional machine impresses with outstanding functionality, innovation, product benefit, design and sustainability. The Initiative LifeCare, which awards this internationally recognised accolade, presented the prize at Ambiente, the leading consumer goods fair in Frankfurt.

Ankarsrum's Assistent Original is a design icon; the kitchen machine was first produced in Sweden in 1940. The award-winning machine is a remodel of the original and was designed to satisfy modern-day requirements: even more power, sturdier features and a guarantee extended from five to seven years. The Assistent Original kneads and stirs, mixes and beats, grates, shreds, purées and blends, grinds coffee beans, crushes cereal flakes, rolls pasta, minces meat and stuffs sausages. It can also effortlessly handle up to five kilograms of dough.

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Each Ankarsrum Assistent Original basic package includes accessories to make cooking easier and provides invaluable help when baking everything from sponge cakes to sourdough loaves. The deluxe package and a wide range of accessories can be added optionally. It is available in fourteen different colours.

About Ankarsrum Kitchen AB

Ankarsrum Kitchen AB is one of three companies in Ankarsrum Industries Group. Based at the well-known corporate headquarters at Ankarsrum in Småland, the company produces, markets and sells the Ankarsrum Assistent Original kitchen machine. The kitchen machine was first developed in the 1940s by designer Alvar Lenning to satisfy the three tenets of quality, function and good design. Ankarsrum Assistent Original was Sweden's very first kitchen machine and is still as popular today as it was back then. Since its market launch in 1940 1,500,000 Ankarsrum Assistent Original machines have been sold in 30 different countries.

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