



PRESS RELEASE

## In Studenac's latest loyalty programme, customers can enjoy up to 76% off KitchenAid cookware

**Zagreb, 24 October 2025** – Studenac has launched a new loyalty programme, offering customers an exclusive opportunity to purchase premium KitchenAid cookware at significantly reduced prices.

The special KitchenAid collection is available from 15 October 2025 to 12 January 2026 in more than 850 Studenac stores, while loyalty stickers can be collected in all 1,400 locations nationwide. If a selected product is not available in a customer's nearest store once the required number of stickers has been collected, Studenac will arrange the order and delivery to the store of the customer's choice. A list of stores offering the KitchenAid range is available via the provided link.

Customers who make a purchase of more than €10 between 15 October and 31 December 2025 are entitled to collect one loyalty sticker per transaction. Collected stickers can be redeemed for KitchenAid cookware with discounts of up to 76%. Promotional prices apply for the duration of the campaign or while stocks last.

In addition, loyalty points collected through the Moj Studenac mobile app can be exchanged for further benefits when purchasing KitchenAid products.

Since 1919, when the iconic stand mixer was first introduced, KitchenAid has set the standard in the culinary world. For more than a century, the brand has built a legacy of innovation, quality and timeless design, offering products that inspire culinary creativity.

Through this new partnership with Studenac, KitchenAid presents a collection of cast iron and ceramic cookware, combining durability, outstanding performance and classic design.

Each piece of KitchenAid cookware is crafted from high-quality materials that ensure even heat distribution, long-lasting performance and the preservation of natural flavours. Designed with meticulous attention to detail, the cookware is as impressive on the dining table as it is in the oven — a refined balance of functionality and elegance that elevates every meal.



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