



2021 Consumer Decision Making Study Guide

Small Kitchen Appliances Study Guide

Classes for the 2021 State Consumer Decision Making Contest will come from this list of small appliance categories:

Examples of Small Kitchen Appliances

Coffee Maker

Toaster/Toaster Oven

Blender

Food Processor

Mixer

Electric Grill

Slow Cooker

Microwave

Fryer

Rice Cooker

Pressure Cooker

Category to Study: Mixers

Overview

Mixers are a staple of most home kitchens. While you can certainly "mix" ingredients with a good wooden spoon and some arm strength, a mixer makes the job easier and more efficient and typically results in a final product that has a better texture and consistency. For example, it would be challenging to beat an egg white mixture by hand at a fast enough speed to incorporate enough air to create a light and fluffy meringue. When recipes say "mixing," "beating," "creaming," or "whipping," that is the time to pull out the mixer (unless a gentler, hand-mixing procedure is specified). Heavy-duty mixers can even tackle more physically challenging food preparation tasks like kneading.

Brief history of mixers

Mixers started as hand-powered kitchen devices, with Ralph Collier patenting a mixer with rotating parts in 1856. A year later, E.P. Griffith patented his hand-operated whisk. In 1859, J.F. and E.P. Monroe patented their rotary egg beater. This product became a classic American brand when Dover Stamping Company bought the patent and manufactured and sold it as "Dover egg beaters."

American Rufus Eastman took the manually operated mixer to a new level by inventing the first electric mixer in 1885. In the early 1900s, the Hobart Manufacturing Company was a pioneer in producing large commercial mixers used by restaurants and quantity food producers. Home-use of electric mixers began to be widely adopted in the 1920s, with Hobart KitchenAid and Sunbeam Mixmaster as two popular US brands at the time.

In 1908, the electric *stand* mixer was invented by Herbert Johnson, a Hobart engineer. Mr. Johnson credited watching a baker mixing bread dough with a metal spoon as his inspiration for his invention. Seven years later, most large bakeries had the 20-gallon Hobart mixer in their kitchen. In 1919, Hobart's KitchenAid Food Preparer became the first stand mixer available to the home cook.

Selection factors

Mixers fall into two broad categories: hand-held mixers and stand mixers. Determining which of these two types of mixers best meets your needs is the first place to start in your decision-making process. Primary selection factors would include what food you prepare (i.e., intended use of your mixer), how frequently you would use the mixer, counter and storage space, and cost. Once you've decided which type of mixer is best, you will need to consider several factors to compare options within each mixer type.

Hand-held mixers

Hand-held mixers are usually the mixer of choice for a first-time buyer or a person that doesn't anticipate doing a lot of mixing. As the name implies, you hold this mixer in your hand over the bowl that contains your ingredients. It typically comes with a set of two metal beaters, but you may be able to get additional accessories such as balloon whisks or dough hooks to meet specific mixing needs. These mixers have advantages over stand mixers in that they are lightweight, compact, and easy to store in a cabinet or drawer. They are also portable and easy to set-up and clean. Because of their portability, they can be used with mixing bowls of different types and sizes. The hand-held mixer is simpler in design compared to the stand mixer and much lower in cost – most models cost around \$20 to \$30 (although high-end models cost \$100+). Therefore, if you don't anticipate high usage and have limited counter or storage space and money, a hand-held mixer may be your best choice.

Stand mixers

If you bake a lot or anticipate increasing the frequency of utilizing your culinary skills, a stand mixer may be a good investment. A stand mixer is a stationary mixer that is affixed to a stand that sits on a counter. These mixers may be tilt-head, where the motor tilts back to lift the beaters out of the bowl, or bowl-lift, where the bowl raises up to the beaters. Stand mixers usually come with a paddle, whisk, and dough hook beaters to meet a variety of mixing needs. Other accessories are often available to transform your mixer into a multi-use appliance, such as a pasta roller, spiralizer, meat grinder, juicer, and even an ice cream maker. Some models allow you to detach the mixer from the stand to use it as a hand-held mixer as well.

An important advantage of the stand mixer is that you don't have to hold it in your hand. While this may not seem very important, long mixing times with a hand-held mixer can be physically taxing. Also, not having to hold the mixer gives you the freedom to do other things during the mixing process – just turn on the mixer, set a timer, and then complete other tasks such as prepping other ingredients or starting the clean-up process. Also, some recipes instruct you to add ingredients during the mixing process. This process can be challenging with a hand-held mixer unless you have someone helping you. Stand mixers are typically more powerful than hand-held models. That extra power can be important when making stiffer, heavier, thicker doughs like pizza, bread, cookies, or pasta or mixtures like meatballs. Stand mixers do have some downsides. First, they are very heavy, usually weighing 15 pounds or more. This extra weight is important for stabilization when mixing; however, it may be challenging to move it on the counter or from the counter to a storage cabinet. It is also larger than hand-held models; therefore, limited storage or cabinet space may mean a stand model is not for you. If there is counter space, most stand mixer owners like to keep it out and visible not only because of the weight but as a symbol to guests of their culinary pursuits. Unfortunately, this mixer type may not meet budgetary constraints for some buyers, with costs ranging from \$100 to well over \$500.

Other considerations

Once you have determined type, evaluate the product specifications to compare options within each mixer type. Here is a list of things to consider:

1. Number of speeds: *Can range from 3 to 16. More speeds can mean greater precision; however, at least three well-defined speeds (i.e., low, medium, high) are a must. Other speed-related options include slow start (minimizes spills and splatters), power burst, pulse, digital display, and automatic recalibration of speed based on the mixture.*
2. Materials: *Typically plastic, chrome, or stainless steel.*
3. Beaters: *Wire beaters for hand-held models are easier to clean.*
4. Bowl size and type (stand mixer only): *Bowls may be glass or stainless steel and range in size, typically 3.5 quarts to 7 quarts. Some bowls have a handle, pouring spout, pouring shield, and/or lid. Another consideration is if the bowl is dishwasher safe.*
5. Weight: *Important for holding hand-held mixers and moving stand mixers.*
6. Height: *Important for stand mixers that are going to be placed on a counter under a cabinet.*
7. Power: *Measured in watts; higher wattage means greater mixing power.*
8. Attachments/Accessories: *Consider if they come with the product or need to be purchased separately*
9. Color: *Color may be more important for stand mixers that will sit on the countertop.*
10. Warranty: How many years and what does it cover
11. Miscellaneous other features to consider:

- Retractable cord and/or swivel cord
 - Storage bag/case or cover
 - Timer
 - Lighted work area (shines a light from the underside of the motor into the bowl)
 - Indentation on the underside (hand-held model): The indentation on the motor's underside allows you to "perch" the mixer on the side of the bowl and helps reduce the fatigue of holding the mixer.
 - Locking powerhead (stand model): This feature is important for tilt-head models. It locks the head in the "up" position so that it doesn't unexpectedly fall when you are trying to remove the bowl from the stand.
12. Brand: the most common mixer brands include KitchenAid, Cuisinart, Hamilton Beach, and Sunbeam; however, other brands are available.
13. Costs – can vary widely depending on the type, features, and brand

Noise, whipping time, mixing ability, ease of use, and comfort to hold (for hand-held models) are also important criteria; however, side-by-side testing would be needed to evaluate these factors. Using consumer ratings from sources such as Consumer Reports or America's Test Kitchen can help you evaluate these selection factors.

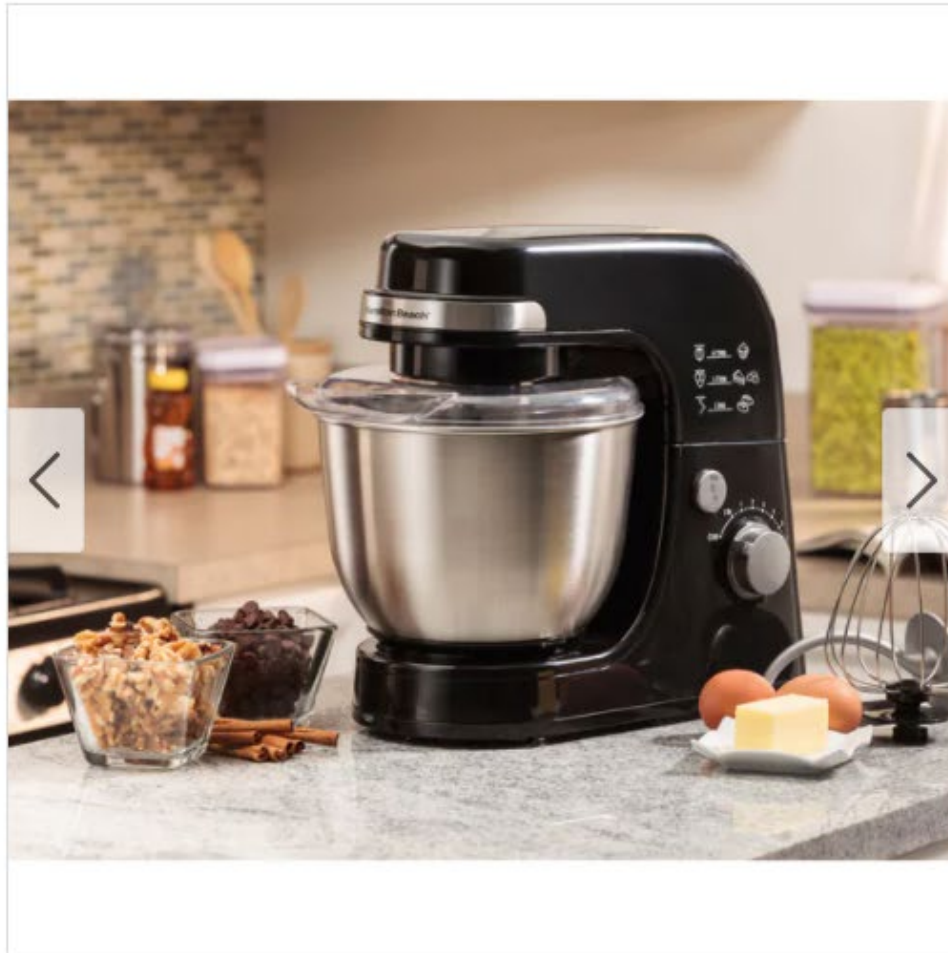
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Sample Class-Mixers

#1



Hamilton Beach Black 4 Quart Planetary Stand Mixer

★★★★★ 141 Reviews

#6 of 77 in Kitchen Mixers

Today \$98.49

😊 High Satisfaction Item

Color (1): **Black**

Black

Select a Warranty >

Quantity: 1 ▾

Only 9 Left! Order Soon.

🚚 **FREE SHIPPING!***

Want a shipping estimate? [Add Zip Code >](#)

Description

Details:

Make quick work of mixing tasks with this black seven-speed mixer from Hamilton Beach. This stand mixer offers six settings for versatile use with your favorite recipes and comes with beaters, a milkshake mixer, dough hooks, and a whisk for added usability. The 12-cup bowl lets you whip up large batches of cookie dough at once.

- Brand: Hamilton Beach
- Included items: Twisted wire beaters, milkshake mixer, dough hooks, whisk
- Type: Hand mixer
- Finish: Glossy
- Color options: Black
- Style: Modern
- Settings: Six (6)
- Wattage: 290
- Capacity: 12 cups
- Model: 63390
- Dimensions: 8.86 inches high x 3.54 inches wide x 9.06 inches deep

Specifications

Item #	16548227
Dimensions	See description
Material	Metal, Plastic
Attachment	Batter Beater, Dough Hook
Bowl Capacity	4 Quart
Color	Black
Mixer Type	Stand
Number of Overall Speed	7
Product Features	Locking Head, Tilt Head
Speed Control Type	Knob
Model Number	63390

Sample Class-Mixers #2



Roll over image to zoom in



VIDEO

Cuisinart SM-50R 5.5-Quart Stand Mixer, Ruby Red

[Visit the Cuisinart Store](#)

★★★★☆ 3,625 ratings

Amazon's Choice for Household Stand Mixers by Cuisinart

List Price: ~~\$365.00~~

Price: **\$199.95** ✓prime FREE One-Day & FREE Returns

You Save: **\$165.05 (45%)**

Get \$70 off instantly: Pay **\$129.95** ~~\$199.95~~ upon approval for the Amazon Prime Rewards Visa Card. No annual fee.

Color: **Ruby Red**



Style: **Mixer**

Brand	Cuisinart
Color	Ruby Red
Material	Stainless steel
Model Name	Cuisinart SM-50R Stand Mixer
Wattage	500 watts
Item Dimensions LxWxH	16.5 x 11.2 x 15.9 inches
Number of Speeds	12
Item Weight	17 Pounds
Is Dishwasher Safe	Yes

[^ See less](#)

About this item

- Large 5.5 quart capacity, polished stainless steel bowl
- Powerful 500 watt motor
- 12 speeds for precision mixing
- One power outlet for optional attachments
- Chef's whisk, dough hook, and flat mixing paddle
- Note: Refer user manual before use

Sample Class Mixers #3



Ovente Hand Mixer 5 Speed Ultra Mixing, 150 Watt Powered, Red HM151R

brand [Ovente](#)

★★★★★ 1 Reviews

Today \$27.99

Color (1): Red

Red

Select a Warranty >

Quantity: 1

FREE SHIPPING!*

Want a shipping estimate? [Add Zip Code >](#)

Description

Details:

At Ovente, superior quality doesn't have to be expensive. This 5-Speed Ultra-Power Hand Mixer gives you the best value at a fair price. It performs spectacularly through its ability to mix anything that any given recipe calls for. From rich mini cheesecakes with ultra-fluffy whipped cream to creamy mashed potatoes—the dreamy possibilities are endless with this handy kitchen tool.

Its ergonomic design makes the body easy to grip and control with precision. It's lightweight (1.8 lbs), so using your mixer never becomes a chore. Its 150-Watt motor is powerful enough to mix a multitude of fresh ingredients together with ease. It's also a breeze to clean and store. All parts are dishwasher safe. After cleaning, place the power cord and chrome beaters into the sleek storage case, then snap the mixer on top to properly secure it shut. How easy is that?

It also comes with Ovente's 1-YEAR LIMITED, so snag your hand mixer today while supplies last, absolutely RISK-FREE!

- **GET ALL MIXED UP** – This hand mixer has 5 mixing speeds from Low to High for a perfectly customizable texture and consistency for any recipe you desire.
- **ERGONOMICALLY DESIGNED** – The shape of the mixer makes it easy to grip and comfortable to hold. Changing speeds is easy, simply slide over with a single touch.
- **POWERFUL** – Equipped with 120V and 150-Watts of motor power, this hand mixer instantly blends ingredients together seamlessly with its high-quality chrome beaters.
- **SAFE** – Beater Eject button allows you to safely remove the chrome beaters with no hassle.
- **FANTASTIC VALUE** – Comes with 2 chrome beater attachments plus a FREE bonus Snap-on Case that holds everything (mixer, beaters, power cord) neatly in one place.
- **1-YEAR WARRANTY** on Domestic (USA) Repairs and Replacements on workmanship and materials from date of purchase from authorized reseller. International inquiries please contact manufacturer customer service directly for better assistance.

Specifications

Item #	35284277
Dimensions	7.0 In. L X 8.3 In. W X 3.2 In. H
Attachment	Egg Beater
Color	Red
Mixer Type	Hand
Number of Overall Speed	5
Product Features	Dishwasher Safe Parts
Speed	4-7 Speed
Speed Control Type	Button
Warranty	1 year Limited Manufacturer
Model Number	HM151R

Sample Class-Mixers

#4



KitchenAid KP26M1XER Empire Red 6-quart Pro 600 Bowl-Lift Stand Mixer

brand [KitchenAid](#)

★★★★★ 511 Reviews

[#1 of 79 in Kitchen Mixers](#)

Starts at \$499.99

😊 High Satisfaction Item

Select An Option



Select a Warranty



Quantity: 1



FREE SHIPPING!*

Want a shipping estimate? [Add Zip Code](#) >

Description

Details:

Tackle any culinary creation with the help of this *KitchenAid* six-quart *Pro 600* stand mixer. Blend, stir, whip, and more with ease thanks to its powerful, 575-watt motor and included handy attachments. A slow-start feature minimizes splatters and spills, while the wire whip, flat beater, and spiral dough hook ensure great batter of any kind, dough, and, the perfect toppings.

Features:

- Metal mixer stand with stainless steel bowl; electronic components
- Available in a range of colors
- 575-watt motor
- 10 speeds
- 6-quart bowl capacity
- Includes wire whip, burnished flat beater, spiral dough hook, and pouring shield
- Soft start feature
- Weighs 25 lbs.
- Dimensions: 16.5 inches high x 11.3 inches wide x 14.6 inches deep

Specifications

Item #	12438438
Dimensions	16.5 inches high x 11.3 inches wide x 14.6 inches deep
Number of Overall Speed	10
Bowl Capacity	6 Quart
Color	Red
Mixer Type	Stand
Attachment	Dough Hook, Flat Beater, Wire Whisk
Product Features	Auto Shut Off
Speed	8-12 Speed
Speed Control Type	Lever
Material	Metal
Model Number	KP26M1XER

<https://www.overstock.com/Home-Garden/Mixers/19120/subcat.html?keywords=Kitchen+mixers&SearchType=Header>

Scenario

Jaden has volunteered to bake and bring cookies to his team's next soccer match. When he goes home and tells his grandmother what he has volunteered to do, she responds that their kitchen mixer started smoking while being used the week before so she had to throw it out. Consequently they're going to have to buy a new mixer before he starts to bake. Grannie asks Jaden to go online and find a new mixer. He has \$250 (including tax) to spend, Grannie does lots of baking so needs a good quality stand mixer. Since she likes to make breads along with sweets she also needs a dough hook. Grannie added she would love it if the mixer, which will sit on her counter top, is a fire engine red color to go along with her kitchen décor.

STANDARDS

ALTERNATIVE SOLUTIONS	COSTS \$250 OR LESS	STAND MIXER	DOUGH HOOK INCLUDED	FIRE ENGINE RED
1. Hamilton Beach Black Stand Mixer	\$98.49 ☑	☑	☑	☹
2. Cuisinart Precision Stand Mixer	\$199.95 ☑	☑	☑	☑
3. Ovente Hand Mixer	\$27.99 ☑	☹	☹	☑
4. KitchenAid Stand Mixer	\$499.99 ☹	☑	☑	☑

Add information on quality of brands can be obtained from *Consumer Reports* www.ConsumerReports.org

Placing/Reasons: I would place the mixers 2-1-4-3 #2 is first because the Cuisinart meets all the criteria. You could also say that Cuisinart is a better choice than the Hamilton Beach because it has a bigger bowl...Grannie could make larger batches of baked goods. In addition, looking more closely at these 2 brands online, the Hamilton Beach is 300 watt and the Cuisinart is 500 watts – the more powerful Cuisinart would be better for mixing bread doughs. The Hamilton-Beach is second because cost is most important and #1 is less than half the budgeted price. Grannie could use the funds left over to purchase other accessories. It is also a stand mixer with a dough hook. Third is the KitchenAid for its highest of ratings, it is a stand mixer with a dough hook and it comes in the red color Grannie desires but it is very expensive and outside of the budget for purchase. Fourth is the Ovente Hand Mixer.

While it falls within the price range and it comes in red, it is not a stand mixer and does not contain a dough hook. Grannie does lots of baking and needs a stable appliance that frees up her hands to work.