

# WHY VITAMIX?



## Durability

Give us your toughest ingredients; we're not afraid of a challenge. Our comprehensive approach to premium design means that our machines stand up to heavy use day after day. Because when the entire system works together, and every component is chosen for its superior quality, those components don't have to work so hard. They work longer instead.



## Convenience

Intuitive controls mean less time spent training, and faster blends mean improved speed of service and happy repeat customers. Time is money. Let's make more of both.



## Precision

Vitamix blenders can perform at least 12 culinary techniques (but we're sure you can find a few more). With that kind of precision, you can explore every texture, every ingredient, every temperature, in a single machine.



## Power

Our powerful motors thrive in food and beverage operations, with the ability to make everything from whole-fruit smoothies to freshly ground spices. Where will our horsepower take you?



## Passion

Vitamix blenders have been voted Best-In-Class for seven consecutive years by the readers of Foodservice Equipment & Supplies magazine, with a total of 25 awards since 2007. The awards recognize industry manufacturers with products or services that provide superior value, asking respondents to evaluate companies on: product quality, product value, product design and aesthetics, service and support, sales representation, product inventory and availability, and product information accessibility.