

Vitamix Household Blender Buying Guide

I am ready to buy a blender. What should I consider?

The increasing popularity of Smoothies and Frozen Drinks has made the blender an essential kitchen tool. While price is certainly a decision-making factor, quality, capability and customer support are a more important part of the consideration. Many blending products simply cannot deliver what they promise. They break down after several months, are difficult to clean, lack power, or just disappoint.

With over 70 years of perfecting the art and science of blending, mixing and 50 other kitchen processes, we invite you to check out our easy-to-follow guide for serious blender buyers.

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Power

Power is an important feature; however, power with a poor design and cheap components will not deliver a perfectly processed smoothie, soup or frozen drink. When looking for a powerful appliance, compare numbers, but also look for quality components and efficiency of the overall design.

Investigate: Consider how much POWER you really need to perform the processes you expect a blender to perform? Find out how power is measured. Horsepower is a good way to measure power, but input horsepower is not as accurate a measurement as output horsepower.

Many blenders claim to be “heavy duty” and tout the importance of 3 horsepower motors. For foodservice applications--situations where professional chefs are processing thick mixtures repeatedly, hour after hour--a higher horsepower blender would be a wise choice. (Several Vitamix commercial machines do, in fact feature 3 HP motors.)

It is important to note that some blenders listed as 3 HP may show the rating of input horsepower, rather than the more accurate output horsepower rating that Vitamix uses.

Input horsepower = useable output horsepower + wasted power in the form of heat

Output horsepower = measure of work done (torque vs. rpm) — heat generated.

The Power of Vitamix Blenders: Vitamix blenders have a powerful motor and list horsepower by its output horsepower rating. Vitamix is committed to blending performance and our patented technologies put Vitamix products at the forefront of blending power and efficiency. The overall design—including blades, container, motor, bearings and more—makes Vitamix blending equipment truly exceptional. Also important to note is that Vitamix commercial equipment is found in gourmet and chain restaurants, smoothie bars and coffee shops worldwide. If you are enjoying a velvety-smooth soup, a silky-smooth smoothie or fabulous frozen coffee, chances are that a dependable Vitamix machine is behind the scenes!

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Versatility and Functionality

While many blenders claim to make smoothies, most do not offer much beyond that, let alone make a drink that is smooth enough to warrant the name. Keep in mind all the functions you would like your blender to perform.

Investigate: Find out if the product can make smooth drinks, or if it leaves chunks of food unblended. See what else it can do. Can it purée baby food? Can it cook soup? Can it grind nuts for homemade nut butter? Find out if the manufacturer offers a risk-free home trial so you can see for yourself that the product performs as described in the marketing material.

See if the machine can blend healthy whole foods or can it only make smoothies from sugary mixes, liquids and softer canned fruits. If the product claims to make frozen ice creams, make sure you do not need to stop mid-blend and press down manually (which only adds to the warming of the “frozen” mixture and increases the blending time.)

The Versatility and Functionality of Vitamix Blenders: Vitamix household blenders do the work of 10 kitchen appliances with no attachments. Vitamix machines can effectively handle over 50 “food feats”, including four unique processes that no other single kitchen appliance can perform so impeccably.

Vitamix variable speed is not limited to a few pre-set, programmed buttons, but literally offers unlimited adjustability and creativity in terms of taste and texture.

Vitamix blades do not need to be removed and clean-up is quick and easy with a drop of soap in a half-container of warm water.

Every Vitamix machine also comes with a unique tamper that can push whole or frozen foods into the blades while the machine is running. This helps prevent air pockets from forming, which can easily develop in a mixture and prevent processing.

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Product Support

Some appliances come with little more than a one-page owner's manual that may be poorly written or difficult to read. Other products come with recipe books, cooking classes, online support and the support of real people who are customers just like you.

Investigate: Find out what support materials come with your machine and what support is available after you have already purchased your blender.

Vitamix Product Support: Every Vitamix household product comes complete with a comprehensive recipe book, featuring nearly 300 gourmet and health-conscious recipes, a step-by-step Getting Started Guide book, a cooking class on DVD, as well as an owner's manual. In addition, Vitamix has an on-site customer service staff 7 days a week that includes telephone, on-line and even direct-to-factory support from our world headquarters in Cleveland, Ohio.

Customer care is at the core of the Vitamix Customer Service team. Every team member is a customer who uses the machine daily and can "talk the talk" of a fellow Vitamix owner.

Should your machine ever require service, the work will be done right at Vitamix World Headquarters—not outsourced to repair shops who don't even understand the machine. The work will be done promptly and thoroughly tested before it is returned to you.

Plus, www.vitamix.com is continuously updated with new recipes, videos and helpful hints and www.vita-village.com, the Vitamix online community, lets owners network with thousands of other Vitamix owners to share recipes, tips, tricks and interesting, fun-to-watch cooking videos. Vita-Village currently has over 10,000 members and continues to grow every day.

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Quality and Engineering

Each country has different general standards for manufacturing varying from high and regimented to loose and lax standards of evaluation. Products made in the USA are subject to rigorous standards.

Investigate: Find out if the company invests in high-quality research and development, quality assurance and engineering testing programs. Make sure the product design is original, patented and proven rather than an inexpensive “copycat” of a higher quality blender. Check to see where product is manufactured.

Vitamix Quality and Engineering: Quality and engineering are job #1 at Vitamix. All Vitamix machines are produced in our Cleveland, Ohio factory and nearly 80% of machine components are manufactured within a 500 mile radius (800km) of Vitamix world headquarters.

Every Vitamix machine starts with years of research, engineering and the extensive life-testing that guarantees a quality product. Vitamix works hand-in-hand with carefully selected vendors who hold the same exacting standards as Vitamix. Finally, everything from the precision blade assembly to the custom-built motor housing is put together by a team of professionals committed to the quality of the product that comes off the line.

The Vitamix machine is built with a 1380-watt, 2-peak HP motor and blade tips that reach 37,000 rpm without a load on the motor. The motor is built with thermal protection that will automatically shut off to protect the motor if the machine is accidentally overloaded.

The Vitamix machine features dials and knobs rather than electronic key pads that tend to have a higher failure rate.

The Vitamix stainless steel blade assembly includes hammermill blades to crush the food and cutting blades to cut the food into microscopic pieces. Both the blades and the shaft are 18/8 stainless steel and the machine also features a double set of ball bearings and a Teflon seal to prevent leaking.

Vitamix holds a patent for its container, tamper, cooling fan, lid designs and more, and offers 10 different plug configurations and multiple voltages for worldwide compatibility.

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Warranty

A high-quality blender should have a warranty that supports it. A strong warranty guarantees that your blender will perform like the day you bought it as long as it is under warranty. Simple repairs can be costly if a warranty is limited to just a few parts, defects only, or lasts only a limited time. A strong warranty justifies paying more for a product, because that is part of the overall product value.

Investigate: Find out where the machine is built, the length of the warranty and whether the warranty is a Limited Warranty or a Full Warranty. Does the warranty cover any defect, or does it just cover an isolated item such as the motor? Will it cover service?

Vitamix Warranty: Vitamix offers industry-leading warranties in almost every region where it is sold. Vitamix offers U.S. and Canadian household customers an unprecedented 7-year full warranty that guarantees that your machine will perform like new for 7 years from the date of purchase. The Vitamix warranty includes full service and 2-way shipping costs.

Vitamix also offers customers the opportunity to purchase an extended warranty (up to 10 years) for only \$75 at the time of purchase, which verifies the company's commitment to quality and customer care.

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Container/Jar

Blender containers or jars can be made of plastic or glass and will vary in capacity and markings. An important feature of any container is a no-drip spout for easy pouring

Investigate: What is the best container in terms of durability, ease of use and capacity? Plastic containers may contain BPA and glass is much heavier overall and may shatter if a utensil is accidentally dropped in while the machine is running. If a blender claims to have an NSF rating, remember that is a commercial rating and does not indicate that the container is better quality or more durable than any other in household use.

Vitamix Containers: Vitamix household containers are made of durable, shatterproof, BPA-free Eastman Tritan Copolyester. Vitamix blenders were the first kitchen appliance to feature this state-of-the-art material which ensures food safety at any temperature.

Vitamix containers are rated by Underwriters Laboratories as 2L/64oz capacity, which is how the container is marked. If a jar or container is not marked 2L/64oz, it is not meant for that capacity. The Vitamix blender will process perfectly filled to the brim—or filled with as little as a few ounces.

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Safety

Products sold to household consumers usually must meet recognized approvals such as UL (Underwriters Laboratories) in the U.S. Electrical appliances should also be tested so that electrical components use wires that meet or exceed ratings for the current that they will draw. Manufacturers may go beyond the required standards to design products that can ensure that: (1) the consumer is always kept safe; and, even further, (2) that the product protects against itself.

Investigate: What safety features are built into the machine to protect me? Are there any that also safeguard the machine? Be aware that some manufacturers try to cut costs by using flimsy “lamp cords” instead of power cords, which may increase the chances of burnout.

Vitamix Safety: Vitamix uses heavy duty power cords rated up to 105°C which ensures stability up to that temperature. This is among the highest ratings in the industry. The drive socket is designed to “give” if the user accidentally drops a utensil into the container while the machine is in operation, preventing the machine from ruining the motor, the utensil, and the container.

Vitamix products are also built with an automatic overload protection feature. Should the machine get too hot, it will automatically shut off until it is cool enough to resume operation.

The Vitamix motor is built to resist severe exposure to water entry.

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Value

If a product cannot do everything you expect (and more), there is no reason to buy it.

Investigate: If your blender will become a key kitchen appliance, price is not the only thing to consider. You will also want to consider the full range of functions any given machine will perform, along with the satisfaction rating of customers as far as durability, warranty and long-term performance—in other words, product value. Consumer rating guides are one source of information, but check out testimonials on blogs and message boards to see what other consumers think about their purchase of a particular product. Consider the cost of replacing a lower-quality blender over and over vs. buying product that is built to last a lifetime.

Vitamix Value: Many Vitamix owners have used their machines daily for over 25 years—well beyond the 7 year full warranty—and actually handed them down to their children when they bought a newer Vitamix model!

Consider, too, that a Vitamix blender can actually replace up to 10 kitchen appliances because it does more than 50 kitchen tasks, quickly and easily. And Vitamix processing has the power to break open the cell walls of whole foods and release hidden nutrition and unbelievable flavor. You can get up to three times the nutrition from Vitamix-processed food, such as tomatoes, compared to the same food simply chewed and eaten whole. The fresh, natural flavors released with Vitamix processing are so intense that you can easily eliminate the need for added salt and sugar in recipes. Vitamix customers often write, email or post on Vita-Village stories of how invaluable the Vitamix machine has been in helping them achieve their health and nutrition goals and how the machine enables them to serve their families chef-inspired recipes at home for a fraction of the cost of dining out.

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Customer Service

Nothing is more frustrating than needing customer service and getting a half-dozen automated choices and no real solution to your problem! Or, sometimes, when you actually do get to speak to a “real person,” you find that they have never used the product and do not understand your questions. Many companies contract their phone operators through third party message and answering services or hire employees who read from scripts but aren’t personally familiar with the products.

Investigate: Look into exactly what is available in terms of support and customer service, and that the hours are truly customer-friendly. You might even want to call and pose a question to make sure the representatives are knowledgeable.

Vitamix Customer Service: Not only does each Vitamix sales consultant and service staff member own and use a Vitamix unit, they are located at our Cleveland, Ohio headquarters where we also manufacture our products. Our helpful staff can help you with everything from deciding which product is right for you to making a new recipe. If you live nearby, you are invited to come right to Vitamix headquarters and wait for your machine to be serviced.

Walk-in customers: Vitamix Hours of Operation: 9am to 4 pm, Monday thru Friday at World Headquarters

Call Center Sales Hours:

(1-800-848-2649, then select Option 1 for sales or email: household@vitamix.com)

8 am to 10 pm, Monday thru Friday

9 am to 8 pm, Saturday

12 noon to 5 pm, Sunday

Call Center Customer Service Hours:

(1-800-848-2649, then Select Option 2 or email: service@vitamix.com)

8 am to 8 pm, Monday thru Friday

9 am to 5 pm Saturday, closed on Sunday

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