



"Using the Professional Series for pureeing actually extracts more flavor and nutrients from the food than food processors or inferior blenders. The reason is that at high speeds, the cells within the food actually explode upon impact, releasing both flavor and vitamins. Believe it or not, the taste difference is very noticeable!"

JIMMY SNEED
Executive Chef
*Jimmy Sneed's at the Country Club,
Wynn Las Vegas
Las Vegas, NV*

IN PROFESSIONAL GOURMET KITCHENS WORLDWIDE,

Vita-Mix® is renowned for delivering an incomparable level of performance.

At home, where your avocation is gourmet cooking and exceptional entertaining, our new Professional Series is an essential choice for you, as well. Learn the secret...

"Vita-Mix is a real time saver. It is maintenance-free. It produces a velvet smooth texture for both hot and cold preparations!"

MARK COX
Executive Chef/Owner
*Mark's Restaurant
Houston, TX*



APPETIZERS



BATTERS



SOUPS



SAUCES



DRESSINGS



MARINADES



RAW FOODS

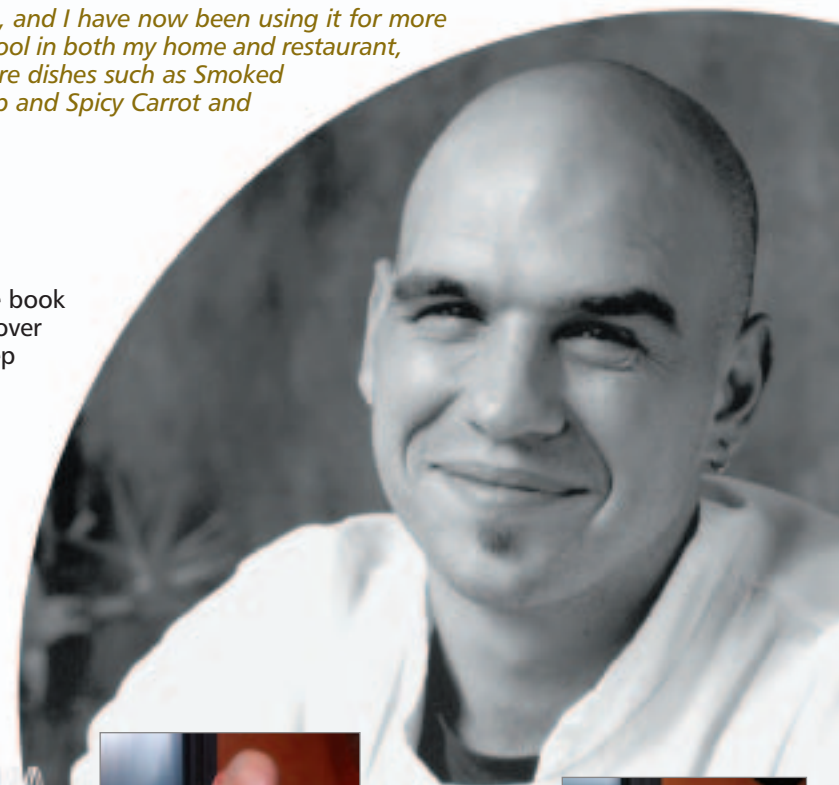
"My mother let me borrow her Vita-Mix, and I have now been using it for more than a decade. It is an essential kitchen tool in both my home and restaurant, and I use it daily for creating my signature dishes such as Smoked Tomato and Buttermilk Blue Cheese Soup and Spicy Carrot and Almond Sauce for my Rabbit Strudel."

MICHAEL SYMON
Executive Chef/Owner
*Lola Bistro
Cleveland, OH*

The professional chef easel-design recipe book saves counter space and is packed with over 300 full-color, easy-to-follow, step-by-step recipes and tips from top-rated chefs.

Bring home over 80 years of Vita-Mix® design and manufacturing technologies. Available in Platinum, Onyx and Ruby, the Professional Series will be a secret that you'll want to share!

"SYMON SAYS LIVE TO COOK"



Spill proof lid vents allow hot or cold food to expand and contract.

Patented 64 oz / 2.0 Ltr container design creates a powerful vortex that forces ingredients up from the blade and back down the center to ensure all ingredients are properly processed.

Metal-to-metal (not rubber or plastic) container-to-base drive coupling for maximum durability and long life.

High performance 2+ peak horsepower motor propels the blade tip speed to 240 mph!

Removable lid plug allows ingredients to be added while processing.

Ergonomically designed soft touch handle for comfort and control.

Polycarbonate (the same material used in airplane windows) containers are virtually unbreakable, lighter and more durable than glass.

Stainless-steel, laser-cut blades literally explode molecules of food and ice inside the container to ensure consistently smooth results.

Variable speed control allows for a wide range of food prep tasks. Puree, grind, chop or blend a variety of foods at precisely the right speed.

Patented accelerator tool allows for processing thick, dense ingredients that would bring other appliances to a halt.

IT'S NOT A BLENDER – IT'S A VITA-MIX®!™

Ordinary blenders can't begin to approach the speed nor the results you'll enjoy while using this powerful Vita-Mix® machine. Like no other kitchen appliance available, the Professional Series multi-tasking appliance (MTA) will unlock the deep, rich flavor treasures hidden in all your select ingredients.

This is the professional secret you must have to achieve the enviously delectable gourmet experience you strive for in your home.

"Without a doubt, the one piece of equipment that my staff and I couldn't live without is our Vita-Mix. The Vita-Mix not only makes our job easier, it also eliminates the need for unnecessary equipment."

MICHAEL SYMON
Executive Chef/Owner
Lola Bistro
Cleveland, OH



BREAKFAST



SPREADS



BEVERAGES



DIPS



BUTTERS



DESSERTS



MADE IN THE USA

"The Vita-Mix is high powered, easy to use and a breeze to clean. It does everything from blending the creamiest soups, sauces and smoothies ever to making delicious nut butter and rich dips ... It's the one machine that I tell all of my students they must have in their kitchens."

BRENDA COBB
Founder & Director
Living Foods Institute
Atlanta, GA

CREATE ice cream, starting with frozen fruit, and your dessert's complete in 30 seconds

BLEND fresh fruit syrup in under 1 minute

MIX batters in seconds

FRAPPÉ delicious frozen coffee

GRIND your own fresh coffee beans

PUREE organic baby food in 1 no-mess step

CREAM spreads and nut butters

GRIND grain and **KNEAD** dough in under 5 minutes

POWDER your own sugar

CRACK whole grains for cereal

MAKE the smoothest, creamiest milkshakes in only 20 seconds

WHOLE FOOD SMOOTHIES from fresh, fiber-rich produce in under 1 minute

CHOP garden fresh vegetables in 5 seconds

WHIP light and fluffy egg whites

BECAUSE THIS IS NO ORDINARY BLENDER.

You can create signature dishes the way Professional Chefs do — with the Vita-Mix® Professional Series! It easily handles the work of many appliances so you can blend, puree, chop, juice, grind and more, all in one versatile machine!

COOK soups and sauces to steaming hot — right in the container

"My Vita-Mix is one of the most important tools in my kitchen, both at the restaurants and at home. It guarantees me perfectly smooth purees, soups and emulsions."

MICHAEL SCHLOW
Chef/Co-Owner
Radius, Via Matta and Great Bay Restaurants
Boston, MA

The Vita-Mix® Corporation is recognized in professional ranks worldwide as the leading name in blending equipment. Since 1921, the company has continuously sought and developed technologies and innovations that have set Vita-Mix® far ahead of the field.

As a result, Vita-Mix® is the equipment brand of choice in leading chains and commercial food service kitchens. To professionals who demand consistent, predictable results, the name is synonymous with durability, power and reliability. And now the secret can come to your home! *Enjoy creating your own secrets with the Professional Series!*

PROFESSIONAL SERIES

PROFESSIONAL PERFORMANCE FOR YOUR HOME

800-848-2649



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Cleveland, OH 44138-2103

www.theprofessionalseries.com



Available in Ruby, Onyx and Platinum.