

## **Kitchen Appliance Review Site, Mix It Bake It, Encourages Everyone to Start Baking**

*The kitchen tool review site is touting the nutritional advantages of eating home-cooked foods and explaining how having the right tools can make it easier to prepare those foods.*

Morris Plains, NJ, February 12, 2015 (FPRC) -- The CDC is warning that American children are consuming too much sodium and processed foods. This comes on the heels of a recent survey stating that the average U.S. diet is 70 percent processed foods. While experts state it is not harmful to enjoy these items occasionally, it can be dangerous to spend a lifetime dining on these products. Unfortunately, people do not always have a choice because so many of the all-natural, organic products they need are too expensive for people on a tight budget.

With this in mind, Mix It Bake It, an online consumer review site, is trying to help those on fixed incomes find the most affordable tools they can to make from-scratch foods at home. Their new campaign, starting now, is designed to bring awareness to everyone in the U.S. to how just a simple product like a stand-mixer can help to improve the quality of the food the entire family eats.

Company founder and representative, Rona Watts describes how Mix It Bake It believes their efforts could help many people. "Everyone is busy, everyone has a budget and we are all looking for ways to be a little healthier. Nothing will improve your budget or health faster than making homemade foods rather than relying on fast food or frozen meals." She continued, "We chose to focus on the stand-mixer market because it is a necessity for easy, fast preparation of baked snacks and bread."

The website of Mix It Bake It, found at [www.MixitBakeit.com](http://www.MixitBakeit.com) is dedicated to providing open and honest reviews of a plethora of stand-mixer brands and models. One of the most common reasons these mixers are used is for making bread. Wells explained how they felt that something like this that many people consume with every meal could be an instant improvement to any diet if it was made with no preservatives. "No one has the time to knead bread for hours a day. Most people do not have the muscles or ambition either," joked Wells. "But, with a stand mixer it is possible to have the strenuous work done for you while you tackle other household tasks."

The company representative pointed out that the mixers, like the model reviewed on the webpage <http://mixitbakeit.com/kitchenaid-artisan-stand-mixer>, are great for many other types of recipes as well. Bakers can make their own cookies, cakes or frosting without the hours of stirring and straining. "These mixers are just one item, but they are an important one. People who are able to make more foods from scratch will be able to eat healthier, learn how to save money over time and can pass on this healthy knowledge to their children." The company is encouraging everyone to read through their reviews, like this recent one from their website, <http://mixitbakeit.com/kitchenaid-professional-600>, prior to making any purchase. "We believe that if every consumer takes the time to pick the right mixer, they will be more likely to use it and make an important step towards their goal of better health."

About Mix It Bake It

Founder Renee Wells discovered for herself the challenges of maintaining a healthy diet while

working full time and raising a family. She knew the answer was in expanding her baking skills, but found it challenging to make decisions when purchasing kitchen appliances because of the numerous options as well as how expensive many of these items were. She started the website Mix It Bake It because she knew others were probably finding it just as difficult to make the right choice. Today her site reviews numerous stand mixers and gives shoppers an unbiased view of what to expect from every model.

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**Keywords**

[www.MixitBakeit.com](http://www.MixitBakeit.com)

<http://mixitbakeit.com/kitchenaid-artisan-stand-mixer>

<http://mixitbakeit.com/kitchenaid-professional-600>

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