

# Ascent A3500 Gold Label

Vitamix In Stock Date: 07/2023

## WHAT IS IT?

A **NEW Color Collection for A3500** following relevant home and kitchen trends in both color, finish and accenting. Offers retailers an opportunity to generate excitement in-store and online while also driving consumers up the price continuum.

## CONSUMER OR CUSTOMER INSIGHTS

Consumers want more timeless color options to personalize based on their décor and preference. Gold continues to climb in popularity for kitchen and lighting accenting throughout the home, mixing both gold and silver finishes throughout fixtures.

## Top Product Features & Key Extra Info

- NEW Colors
- Self Detect feature unlocks an ecosystem of containers, attachments and accessories
- Bi-lingual POP packaging



Matte Sage	White	Matte Navy
#072433	#072451	#072434
703113724336	703113724510	703113724343

MRP

\$699.95

# Ascent A3500 Gold Label



Matte Sage



Matte Navy



White