



VITAMIX PRODUCT OVERVIEW



Feature	S30	Professional Series 200	Professional Series 500
Desription/Best Use/Intention/USP (unique selling proposition)	<p>The only high performance personal blender that has the power and design to deliver high-quality blend consistently on a wide range of blending recipes</p> <p>The premium high performance blender that has the power and design to deliver high-quality blend consistently on all of your blending recipes</p>		
Healthy, restaurant-quality family meal preparation capabilities for: hot soups, frozen desserts, smoothies, juices, milks, nut butters, dough, batters, purées, dressings, dips and spreads	✓	✓	✓
Full Warranty	5 years	7 years	7 years
Lifetime customer support (i.e great customer service support)	✓	✓	✓
Built to stand up to decades of demanding use	✓	✓	✓
Hardened stainless steel and laser-cut for long life	✓	✓	✓
High-Performance Motor/Powerful and Durable	✓	✓	✓
Precision Control, Variable Speed Dial	✓	✓	✓
Easy to Clean	✓	✓	✓

Customer Service			
Cookbook	✓	✓	✓
Vitamix Online Recipe Support	✓	✓	
Instructional DVD		✓	✓
Tamper	✓	✓	✓
Containers			
BPA free	✓	✓	✓
Optimum Batch Size	Small	Medium	Medium
Container Size	20 / 40 ounce	64 ounce	64 ounce
Fits on countertop all-day/under most cabinets	✓		
Soft-Grip Handle		✓	✓
Double insulated, integrated, to-go cup	✓		
Dishwasher Safe (top rack)	✓		
Controls			
Program Settings			✓
Pulse	✓		✓
Alternate Color Options Available	✓	✓	✓
Product Specification			
Height	14.5/15.7 inches	20.5 inches	20.5 inches
Depth	8.34 inches	8.75 inches	8.75 inches
Width	5.9 inches	7.25 inches	7.25 inches
Cord Length	4 feet 6	6 feet	6 feet