

Dr Markus Miele

**Statement IFA-PC 2015**

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Thank you very much, Reinhard Zinkann

Ladies and Gentlemen!

'Inspired by life', not only when washing clothes and vacuuming the floor but also when cooking and enjoying the pleasures of life. Not just on freestanding units but also in the world of built-ins: That is what Miele has always stood for and, more than ever before, what Miele stands for at this IFA show.

And so it is my great pleasure to present two product highlights from the world of cooking and enjoyment which are particularly close to my own heart. Both have to do with cooking although it would be hard to imagine two products which are so different.

Let me begin with frying, the oldest cooking method in the world: Meat, fish, poultry, vegetables and egg dishes

browned in fat or cooking oil which produces that typical aroma.

We are all familiar with the problem of hitting just the right temperature: If the pan is too hot, the chicken fillet is black on the outside before it is properly cooked on the inside. If, on the other hand, the heat is too low, a steak is not properly seared and meat juices escape, resulting in the meat drying out and losing its flavour.

Often, one simply doesn't know which is the right power setting. And, what's more, the pan keeps on getting hotter and hotter, even without increasing power output. I'm sure you will have experienced this phenomenon when baking pancakes: The first one seems to take ages, the second is OK and the third one burns as soon as you look the other way – unless, of course, you constantly regulate the heat in both directions.

Ladies and gentlemen, I am pleased to be able to present TempControl, Miele's first frying sensor which reliably and constantly monitors the heat in the pan – and, more

importantly, it guarantees a steady temperature throughout the cooking process.

Ladies and gentlemen, TempControl offers 3 temperature settings: Level 1, as already mentioned, is for gently frying at 160°C and is ideal for frying eggs, fish and most deep-frozen products. Level 2 operates at 200°C and is intended for frying at a medium temperature which is perfect for steaks, sausages, king prawns, and for frying seeds. Level 3 is set to 220°C ex works and is suitable for searing meat, wok cooking and for pancakes.

Technically, TempControl functions as follows:

Several sensors in the hob work together to determine the pan material and the temperature in the base of the pan. Power is then automatically regulated to ensure that the contents of the pan are exposed to a constant temperature, no matter whether the lid is in place or not.

Let me summarise briefly why I believe cooking with TempControl to be unique in the marketplace with respect to function, precision, convenience and user benefits:

- First: TempControl eliminates the risk of food burning. And you can take us at our word on that!
- Second: TempControl works with any pot or pan suitable for induction cooking. Further accessories such as external sensors are not required.
- Third: TempControl recognises the properties of cooking utensils. This is a prerequisite for precisely maintaining temperatures.
- Fourth: TempControl is simple to use and makes frying a more relaxed affair as not every lapse in attention immediately results in failure.
- Fifth: The three temperature stages of 160, 200 and 220°C we have chosen reliably cover the entire gamut of foods and makes cooking more convenient.
- Sixth: An additional simmer setting programmed to 85°C is perfect for making sauces and gravy without it spluttering. And the 'Keep Warm Plus'

function gently keeps food warm or can be used to melt chocolate. All three levels and the simmer setting can also be reprogrammed in increments of 5°C, for example to meet regional preferences.

- And, last but not least, this is not vapourware or a prototype. TempControl is a mature product and sales are due to commence in April of next year.

Before we look at what has become of our egg, I would like to draw your attention away from the dry heat of the frying pan to sous vide cooking.

As you know, sous vide refers to slow-cooking vacuum-packed food in its plastic bag at a steady low temperature. For this preparation method, a vacuum-sealing drawer and a steam oven from Miele join together to form a formidable team.

Basically, all Miele steam ovens lend themselves to sous-vide cooking as all units cover a temperature range from 45°C to 90°C and maintain selected temperatures to a precision of 1°C. Most Miele steam ovens launched since the beginning of 2015 even have their own sous-vide

operating mode, allowing slow cooking times of up to 10 hours.

The vacuum-sealing drawer conforms to the design of Miele's Generation 6000 built-in appliances and is, from the outside, hard to tell apart from a Miele warmer drawer. With a fascia height of only 14 cm, this product ideally combines with various compact units to fill a classic 60 cm recess. The vacuum chamber only becomes visible when the drawer is opened. Users can choose between 3 vacuum-sealing settings at the control panel.

Sous vide cooking is ideal for meat and fish as it allows seasoning and marinades to develop their full flavour without evaporating. In fact, the effect of marinating meat is considerably enhanced and the result is particularly tender, aromatic and of a uniform texture. Vacuum-sealing is a tried-and-tested method of extending the storage life of food and of conveniently portioning larger quantities.

Ladies and gentlemen, whether it's fast cooking with dry heat or slow and gentle cooking in a moist atmosphere: Miele always offers discerning customers and connoisseurs the right technology with which to arrive at perfect results with a high level of precision and great convenience.

I would like to invite you to take us at our word and to compare TempControl and the function and design of Miele's vacuum-sealing drawer with other offers on the market. We look forward to the result of your comparisons and to your feedback.

And while we are on the subject of feedback, at the beginning of the year we presented our new range cookers combining an American format with Miele quality and, depending on the model, offering an unparalleled range of preparation methods at the LivingKitchen show in Cologne. At the time, the reception from dealers and end-users surpassed all our expectations. Since April, these models together with matching extractors have been responsible for strong sales growth at our subsidiaries in North America. Only a few days ago, the

decision was taken to introduce these ranges to Europe in about one and a half years' time – and to open up an entirely new product category by European standards. And naturally, we have brought along our flagship model to Berlin.

The American way of cooking in Miele quality and with Miele convenience. Here, too, the same applies: Take us at our word, let the range cooker speak for itself and do your comparisons. We look forward to your response.

Thank you for your attention – and I now hand over to my colleague Dr Axel Kniehl, but not before saying: It's showtime!