

Attractive application with more than 1000 recipes now accessible to all/  
Exclusive cooperation with 'Kitchen Stories'

## **Miele app goes culinary**

**Gütersloh/Cologne, January 16, 2017 – To date, the Miele@mobile app served primarily to monitor and control Miele appliances from a tablet PC or a smartphone. With immediate effect, users are now to be given free and easy access to more than 1000 recipes; these will be accompanied by around 200 food-preparation videos. To make this happen, Miele is cooperating with the award-winning mobile recipe platform 'Kitchen Stories'. This app, produced by the fledgling Berlin company, is considered the best app of its kind currently available on the market.**

Culinary inspiration, love of cooking and perfect results were at the forefront of the creators' minds when it came to selecting recipes. And this is precisely the strength of the new exclusive partnership between Germany's tradition-steeped domestic appliance brand and the shooting star among food portals. Firstly, users of the Miele@mobile app will be granted immediate access to recipe videos from Kitchen Stories. Secondly, Miele will be contributing around 1000 of its own recipes – developed, tested and honed to perfection in Miele's own laboratory kitchens. These recipes are fully adjusted to Miele's current range of built-in appliances – and can now be called up for the first time using an app.

'With a combination of both, the Miele@mobile app offers a wealth of recipes combined with peerless user-friendliness', says Gernot Trettenbrein, Director of Domestic Appliances International with the Miele Group. And to ensure things stay this way, both parties are committed to continuously expanding the joint range of offers by for instance taking account of such innovative preparation methods as 'Moisture Plus'. 'In Kitchen Stories, we have joined forces with an ideal partner', Trettenbrein insists.

The company was founded three years ago by Verena Hubertz and Mengting Gao, who at the time had just completed their university studies. Today, the two university friends run a company with 30 employees and 13 million users

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across 150 countries. Kitchen Stories sets itself apart from conventional and rather static recipe portals by virtue of its dynamic, video-based content and a fetching design tailored to the needs of mobile devices. The company has already received multiple accolades for its work, including ones from Apple ('Best of'), Google ('Best of') and the 'Newcomer of the Year' award presented by the 'Gründerszene' online magazine.

In the meantime, food-preparation videos from Kitchen Stories have come to enjoy what is nothing short of cult status. This is the result of their high-end appeal and their claim to creating instructions which are both self-explanatory and easy to follow. Aspects considered difficult are covered in greater detail in additional step-by-step instructions: Those new to blanching vegetables, for example, are bound to find guidance in the form of moving images helpful. No fewer than 120 of these step-by-step videos, produced by Kitchen Stories, are integrated into the Miele app. And to avoid confusion in the face of such a wealth of information, filters help home in on personal preferences such as vegetarian dishes, short preparation times, wholesome cooking or even a preferred way of using an oven, steam cooker or hob unit. It is even possible to compile shopping lists.

The Miele@mobile app can be downloaded free of charge from the app store or from Google Play. The recipe feature will be integrated from January 2017 onwards (March in the case of Google) and will be initially available in Germany, Austria, Switzerland and Great Britain. Further countries and languages will follow. Use of the recipe portal requires neither registration nor a connection to smart Miele domestic appliances. Further functions of the app include the remote control of appliances, the use of laundry-care and dishwashing assistants and the practical reordering of consumables (ShopConn@ct).

(627 words, 4,041 characters incl. spaces)

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**Company profile:** Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. This line-up is augmented by dishwashers, washer-extractors and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Miele Professional).

The Miele company, founded in 1899, has 8 production plants in Germany as well as one plant each in Austria, the Czech Republic, China and Romania. 2015/16 turnover amounted to approx. EUR 3.71 bn with sales outside Germany accounting for around 70%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries. The Miele company, now in the fourth generation of family ownership, employs a workforce of around 19,000, 10,500 thereof in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

**There are three photographs with this text**

**Photo 1:** Have fun trying out these recipes: The free Miele@mobile App contains more than 1000 recipes, many in the form of inspirational videos. (Photo: Miele)

**Photo 2:** Clearly and concisely represented on a smartphone or tablet: Various filters and a shopping list make cooking with the Miele@mobile app a delight. (Photo: Miele)

**Photo 3:** Mengting Gao (left) and Verena Hubertz are the founders and CEOs of the 'Kitchen Stories' mobile recipe platform. Kitchen Stories produces high-quality videos for the Miele@mobile app. (Photo: Kitchen Stories)

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