

More than 1000 recipes accessible free of charge from mobile app

## **Miele announces exclusive cooperation with 'Kitchen Stories' food portal**

**Gütersloh/Cologne, January 16, 2017. – As and from today, Miele customers can not only access their domestic appliances from a mobile device – they also have access to recipes and high-quality food preparation videos. To achieve this, the tradition-steeped Gütersloh brand has teamed up with the Berlin start-up Kitchen Stories. This was announced today by Miele at its press conference at the LivingKitchen exhibition in Cologne. The product highlights unveiled included modular cooking units guaranteeing superb elegance and individuality in the kitchen – and a cooker hood able to play music.**

Inspiration, a love of cooking and perfect results – these are the benefits of a new and exclusive partnership between Miele and the shooting star among food portals. With immediate effect, users of the Miele@mobile app will be granted access to recipe videos from Kitchen Stories. Founded only 3 years ago by university graduates Mengting Gao and Verena Hubertz, the company already boasts 13 million users in 150 countries. Kitchen Stories stands out from conventional recipe portals by virtue of its dynamic, video-based content. This has already raked in international awards as best food app from Apple and Google.

Miele has contributed some 1000 recipes to its 'culinary' app, all developed in the company's own lab kitchens and designed to work to perfection on Miele built-in appliances – and now for the first time accessible via an app. 'The combination of both creates a wealth of recipes and a level of user-friendliness which is not matched anywhere on the mobile Internet', says Dr. Axel Kniehl, Executive Director Marketing and Sales with the Miele Group. Over time, this offering will be gradually expanded, for example through jointly produced videos covering such innovative preparation methods as 'sous vide' cooking.

Elegant, flexible and versatile best describes the new SmartLine cooking units for discerning lovers of good cuisine. Thanks to standardised dimensions,

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combinations including induction hob, barbecue grill, Teppan Yaki, gas burner, induction wok and countertop extractor are possible. To put it in the words of Dr. Reinhard Zinkann, Executive Director and Co-Proprietor, expressed at the press conference: 'This way, an individual cooking centre can be created to meet the highest of expectations. Its puristic appeal resulting from the use of materials such as black glass dissolves the boundaries between kitchens and living areas'.

Zinkann also presented a clever addition to the smart kitchen in the form of a new cooker hood: 'Our Black Wing Music is not only responsible for clean air but now also for the matching sound'. A discreetly hidden amplifier and speakers are integrated for crystal-clear stereo sound – fiddling with earphones or speakers cluttering the worktop are a thing of the past. Using Bluetooth technology, the extractor connects with all common smartphones and tablet PCs, providing access to a virtually limitless supply of music including streaming services, radio stations and personal playlists. And naturally, the original functions of the Black Wing Music can be relied on: This product is based namely on the DA 6096 W, current test winner with Germany's consumer watchdog Stiftung Warentest.

(521 words, 3.390 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.

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**There are two photographs with this text**

**Photo 1:** The elegant and versatile cooking centre for connoisseurs: Miele Executive Director and Co-Proprietor Dr. Reinhard Zinkann presents the new units from the SmartLine range at the LivingKitchen exhibition. (Photo: Miele)

**Photo 2:** Miele and Kitchen Stories announce an exclusive cooperation: Miele Executive Directors Dr. Reinhard Zinkann (left) and Dr. Axel Kniehl welcome the two company founders Mengting Gao (second from left) and Verena Hubertz to the LivingKitchen. (Photo: Miele)

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