

Miele presents wine units for larger recesses

Old wine in new units

Gütersloh/Berlin, August 30, 2017. – A damp cellar with constant temperatures of between 8°C and 18°C offers the ideal conditions for storing fine wines. But who wants a damp, dank cellar in their home? Much better is a wine unit which ensures constancy of temperature, ideally as a built-in kitchen appliance. To address these needs, Miele is set to introduce new models for larger cabinetry recesses to the benefit of wine connoisseurs who place great store by bottle capacity and temperature zoning.

Miele is to augment its product range from autumn of this year with two built-in wine units for 88 cm and 178 cm cabinetry recesses. The entire portfolio now covers virtually all size requirements. Offerings range from a 45 cm tall built-in model for small kitchens through to a spacious and prestigious freestanding unit standing almost 2 metres tall. The new models correspond to popular, mid-range built-in formats and offer ample combination options for integration in a variety of kitchen cabinets.

The model for an 88 cm recess in combination with two matching Miele built-in appliances, such as a steam oven and a conventional oven, produces an elegant 'cubic' arrangement. Both models can also be installed side-by-side together with other refrigeration products. Both a combination with a refrigerator or a further wine unit is possible.

Whereas the smaller model offers a capacity of 33 bottles, the larger one is able to accommodate up to 83 bottles (0.75 l Bordeaux). These are held secure on two and eight adjustable beech wood (FlexiFrame) racks with integrated bottle presenters respectively. The larger of the two units comes replete with a SommelierSet, not only facilitating decanting but also allowing glasses to be cooled or bottles already opened to be kept at the correct temperature.

Both units feature two independently selectable temperature zones each, low-vibration and quiet storage as well as an Active AirClean filter. Thanks to their

>>>

Free for editorial use

Please submit copies to
Miele & Cie. KG
Press/Public Relations

Postal address
P.O.B.
33325 Gütersloh
Germany

Phone
+49 5241 89-1953

Fax
+49 5241 89-1950

www.miele.de
presse@miele.de

active charcoal filters, unpleasant smells which could impair the quality of wine are effectively banished. The Push2open door opening aid spells user convenience. A tinted glass door protects wine from the damaging influences of UV light and adds to the elegant overall impression of the unit. Alternatively, Miele also offers an integrated version of both models which discreetly disappear behind cabinetry fronts. Models with glass doors will be available as early as November; integrated models are due to hit the market in April 2018.

(410 words, 2,569 characters incl. spaces)

Media contact:

Ursula Wilms

Phone: +49 5241 89-1958

Email: ursula.wilms@miele.com

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 eight production plants in Germany as well as one plant each in Austria, the Czech Republic, China and Romania. 2016/17 turnover amounted to approx. EUR 3.93 bn with sales outside Germany accounting for 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 19,500, 10,900 thereof in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

Two photographs are available with this text:

Photo 1: Clear, cubic design and high-level user convenience is guaranteed by this built-in version of a new wine unit from Miele (KWT 6422 iG obsw, left): Catering for a niche height of 88 cm, a combination with other ArtLine appliances, such as in this case a conventional oven and a steam oven, produces a harmonious array. (Photo: Miele)

Photo 2: Decorative and spacious: The new large built-in wine unit (KWT 6722 iGS obsw) offers ample space for 83 bottles as well as a SommelierSet and a bottle presenter, here in the top of the unit although it can alternatively feature in the bottom. (Photo: Miele)

Text and photo download: www.miele-presse.de

Follow us on Twitter: www.twitter.com/Miele_Press 