

**Press Release
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The most important show highlight is the Dialog oven / Combination of product show and brand event in the Zona Tortona

"Revolutionary excellence" with Miele at Eurocucina

Gütersloh/Milan, February 20, 2018. – This year at the Eurocucina show Miele is presenting products to visitors on a considerably larger booth (17 - 22 April). The focal point here is the "Dialog oven" – a revolutionary new cooking appliance that will be introduced to the market in the second quarter 2018. At the same time as the most important kitchen trade show in the world is taking place, the German family-run company is inviting visitors to an atmospheric culinary journey in the Zona Tortona Designer Mile.

At the exhibition itself (FTK hall B 11) the world's leading manufacturer of premium domestic appliances is presenting its newest product innovations such as the TwoInOne hob with integrated vapour extraction and the SmartLine modular cooking units. With the latter, customers can choose any combination of induction hob, gas ring, induction wok and countertop extractor. "Thanks to its versatile and puristic elegance, this ensemble sets new standards in two respects" says Gernot Trettenbrein, Director of the Domestic Appliances business unit with the Miele Group.

The "Star of the Show" with Miele at Eurocucina 2018 is without doubt the new Dialog oven to which Miele has also dedicated its exhibition booth motto "Revolutionary excellence". The Dialog oven combines conventional cooking methods with electromagnetic waves at various frequencies. It constantly monitors the cooking process and makes adjustments as and when necessary. The electromagnetic waves are much weaker and therefore more gentle than every-day microwaves, and at the same time they penetrate considerably further into the food being prepared.

Greatest innovation leap since induction cooking

In this way excellent results can be achieved in the shortest of times. Even completely dissimilar ingredients of a full menu, placed together on an oven tray, are done to a T and finished at exactly the same time. And even a fish in a block of ice can be cooked without the ice melting. Gernot Trettenbrein again: "For the kitchen, this represents the biggest leap in innovation since the introduction of cooking with induction."

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The visual impression of the exhibition stand that now has an area of 1,200 square meters is dominated by three towers that are visible from afar and set the scene with their strong colours of black, red and white. As with the appliances themselves, a clear and vertical alignment of the stand elements heavily underlines the impression of timeless subtle elegance. The café area with 150 seats is also larger than in previous years. In the Cooking Arena guests can experience the Dialog oven in action. Other culinary samples are available from the steam oven – whose 35th birthday is being celebrated enthusiastically by Miele, the undisputed leader in this product category as well, at the Eurocucina show.

A combination of product demonstration and brand presentation is promised by the Miele event "Creating New Dimensions" in the Zona Tortona. "Here our guests will experience an atmospheric culinary journey through the fascinating world of the Dialog oven" says Miele manager Gernot Trettenbrein. Visitors are invited to this show which will take place from April 16 to 22 in Padiglione Visconti, Via Tortona 58 (daily from 10:00 to 18:00).

(545 words, 3,430 characters including 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 (Business Unit 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.

There are two photographs with this text

Photo 1: On an area covering 1,200 m², Miele is set to present its newest product innovations under the motto "Revolutionary excellence". (Photo: Miele)

Photo 2: The "Star of the Show" with Miele at Eurocucina 2018: the new Dialog oven is set

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to revolutionise baking, roasting and cooking. Foods with different textures and traditionally requiring widely different settings can be cooked together. (Photo: Miele)

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