

Press release
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Virtually unbeatable culinary variety and smart convenience – the new cookers and ovens from Miele

- ▶ Fully digital cooking experience thanks to artificial intelligence
- ▶ Proven features ensure perfect results
- ▶ Timeless elegance to suit every interior style

Gütersloh/Berlin, September 4, 2020. – When it comes to delivering first-class user convenience and perfect cooking results for a wide range of dishes, Miele cookers and ovens are constantly setting new standards. Take, for example, cooking with the Moisture plus function, the easy-to-clean PerfectClean coating, the wireless food probe and, last but not least, the first oven camera that is able to withstand pyrolytic cleaning. Now, the Gütersloh family-run company is equipping its Generation 7000 ovens with a new feature which is unique worldwide: A smart cooking assistant based on artificial intelligence and easy to install by remote update.

Premium Generation 7000 ovens fitted with an extremely heat-resistant camera transmit HD-quality images to smartphones or tablets with true-to-life colours. This function means users can easily see how cooking is progressing at any time even if they're not in the kitchen – and, if needed, they can alter the temperature or cooking duration while they're on the go. What's more, the camera is now being upgraded with a further two exclusive intelligent features to provide even more convenience and perfect results. **Smart Food ID** and **Smart Browning Control** serve as the appetisers for a fully digital cooking experience – the only one of its kind on the market.

With Smart Food ID, the camera identifies which dish is currently in the oven and shows this on the touch display along with an image. All users have to do is confirm that it is correct and the respective automatic programme will start. Currently, the camera can identify over 20 different dishes such as Mediterranean roasted vegetables, roast pork and muffins. And Smart Food ID is constantly learning so that it will soon be able to identify further dishes.

The new Smart Browning Control programme cooks the perfect Italian classic – pizza. All the user has to do is select whether the pizza is frozen or fresh on the display and then start the cooking programme. The camera monitors how the pizza browns to identify when it is done, then the oven switches off. Smart Browning Control and Smart Food ID can also be

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combined with the exclusive TasteControl feature, which uses residual heat to prevent food from drying out. With this feature, the oven door opens slightly at the end of the cooking process and the cooling fan transports the hot air outside, causing the temperature to decrease by around 100 degrees Celsius within five minutes. Afterwards, the door closes again automatically and – in conjunction with the Keeping warm function – the oven is kept at the selected temperature.

Starting from the end of this year, Denmark will provide the first test market for Smart Food ID and Smart Browning Control. Both features will be available for Miele ovens via a quick and convenient remote update.

Carefully thought through down to each and every detail

With respect to classic programmes and applications too, Miele Generation 7000 ovens and cookers really set the benchmark when it comes to cooking delicious dishes with ease.

- Thanks to its large display, the **M Touch control** is particularly intuitive and directs users to the right functions and programmes quickly and reliably.
- The **MotionReact** motion sensor responds actively and directly to the user. For example, the audible signals switch off and the interior lighting switches on when the user approaches the appliance, dispensing with two tasks entirely and allowing them to give their full attention to their cooking.
- Producing the perfect home-baked bread requires top-quality ingredients, a good proving process and the tried-and-tested **Moisture plus** function. This involves the targeted injection of moisture into the oven compartment, giving the bread a crisp, glossy crust and an open crumb. What's more, the targeted addition of moisture ensures that meat is tender, crisp on the outside and succulent inside. The bursts of steam are generated automatically or – for users who want to have more creative input – can be triggered manually as and when required or preprogrammed for set times.
- Exclusive to Miele: the **wireless food probe**. For twelve years now, this little helper has been precisely measuring the core temperature, indicating it on the oven's display and switching the oven off when the required temperature is reached. And it does all this without a cumbersome cable, batteries or an additional external display – ensuring that meat is reliably cooked to perfection with ease. The probe can be

stored in a holder in the oven door so that it is always within reach.

- To provide an optimum view of the food being cooked, LED light tubes fitted on the sides of the oven illuminate the entire interior and are also particularly long-lasting and economical (**BrilliantLight**).
- It's the seemingly minor details that really demonstrate the exceptional user convenience that Miele ovens offer: with the exclusive fully telescopic **FlexiClip runners**, baking trays, combi racks and Gourmet casserole dishes can be pulled completely out of the oven, allowing users to safely turn food, for example.
- Cleaning the oven compartment and accessories such as baking trays and racks couldn't be simpler thanks to the unrivalled non-stick effect of the patented **PerfectClean** surface finish. As an option, the ovens can be equipped with the **pyrolytic** self-cleaning function which single-handedly removes residue at high temperatures.

As is the case with all Miele built-in appliances, the company's cookers and ovens also make an impression thanks to their timeless elegance. Four design lines mean there is an appliance to suit every style and home. ContourLine with its striking stainless steel frame and Obsidian black glass has a clear focus on technology. PureLine, by contrast, has a solid handle and discreet stainless steel trim, and its modern appearance is rounded off with a glass front in Obsidian black. Subtle understatement is the order of the day for VitroLine, where the handle is the same colour as the rest of the appliance. ArtLine does without a conventional handle entirely and the door is opened gently via a sensor control. The VitroLine and ArtLine design lines with their minimalist full glass fronts are available in Graphite grey, Brilliant white and Obsidian black.

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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, washing machines 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, Romania and Poland. These are joined by the two plants belonging to Miele's Italian medical technology subsidiary Steelco. Turnover in the 2018/19 business year was around € 4.16 bn, with a share of business outside Germany of approx. 71%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries/regions. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 20,500, whereof 11,050 are employed in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are four photographs with this text



Photo 1: Smart Food ID from Miele: the camera identifies what is currently in the oven and shows this on the display. Once the dish has been confirmed, the cooking programme runs fully automatically. (Photo: Miele)



Photo 2: The targeted addition of moisture produces bread with a light dough and a crispy crust, as well as meat that is tender and succulent. The bursts of steam can be triggered manually as and when required or preprogrammed for set times. (Photo: Miele)



Photo 3: The FlexiClips allow the baking trays, combi racks and Gourmet casserole dishes to slid out fully of the oven with ease, enhancing safety when turning, basting or removing food. The runners offer versatile use on every shelf level. (Photo: Miele)



Photo 4: Miele's Generation 7000 appliances offer elegant design to suit every interior style. The image shows the VitroLine design line in Graphite grey (oven, coffee machine, combination steam oven and Gourmet drawer). (Photo: Miele)

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