

Press release
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A perfect match: Miele Lounge kicks off new season with FC Bayern Munich

- ▶ Culinary partnership in Allianz Arena and other club locations
- ▶ Exclusive gourmet experiences at home fixtures
- ▶ 'Cooking Arena' cookery school by Kevin von Holt to launch shortly

Gütersloh/Munich, August 26, 2021. – All is set in the Allianz Arena: At the start of the new Bundesliga season, FC Bayern Munich and Miele are to present gourmet cuisine at Champions League level – prepared in the Miele Lounge, the new culinary hotspot in the arena. The lounge is the heart and soul of the cooperation which the multiple league champion and Miele announced last year. Due to Corona, the public has been kept waiting for the kick-off until now - at long last with match-goers and that exhilarating stadium atmosphere.

The view from the Miele Lounge overlooking the stand is eye-watering. The same applies to the team play involving top-class sporting events and culinary highlights in a noble ambience: At home games, guests and partners of FC Bayern can enjoy the gourmet services offered by Miele's subsidiary MChef, which has created new and exclusive menus for this venue. MChef dishes offer upper-crust cuisine to private homes and companies, served appetisingly on porcelain, ready for the finishing touches in a Miele dialog oven (click [here](#) for further information on the [dialog oven](#) and MChef).

On days without fixtures, the Lounge is transformed into the Cooking Arena. Here, the star-spangled chef de cuisine Kevin von Holt, who hails from Hamburg, will run what is most likely Germany's most innovative cookery school. 'Together with my guests, I aim to create unique culinary experiences using ingredients which are both typical for the region and in season – all with a breathtaking view of the pitch', says von Holt, who is looking forward to starting soon in the Allianz Arena (click [here](#) for more on the Cooking Arena by Kevin von Holt).

Von Holt's creations reflect associations with FC Bayern, including red shrimp on a mosaic in the traditional club colours with truffled Bavarian radish and flamed watermelon. In addition to this, Miele invites guests and partners to events on non-match days, with a focus on delightful pleasures and high-class hospitality. The line-up is further augmented by VIP stadium tours, coffee and wine tastings and even small private concerts, always accompanied by fine menus conjured up by the resident chef de cuisine.

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'Miele and FC Bayern Munich – that's the perfect interplay of two premium brands, each with a long-standing tradition, who are both able to inspire their fans time and time again', says Dr. Axel Kniehl, Executive Director Marketing and Sales of the Miele Group. Initially, the cooperation is scheduled to run for three seasons and extends beyond the Miele Lounge at the stadium. For instance, the Gütersloh-based family-owned company has also kitted out Bayern Munich's Säben St. headquarters and in particular the new 'FC Bayern World' in downtown Munich with its flagship kitchen appliances.

Located in the heart of the Munich city centre, the 7-storey building combines the club's flagship store, two restaurants and a boutique hotel. The upper floor of the hotel houses an event location with a spectacular view of the Frauenkirche, the world-famous Church of Our Lady – and an exclusive show kitchen. From the coming winter onwards, small-scale gourmet events with selected chefs are planned at this venue. 'Our partnership is a successful one-two involving top-flight sport and innovative technology. We are pleased that Miele is now part of our team', says Andreas Jung, FC Board Member for Marketing, Sponsoring and Events.

Both brands are also working on an active partnership in China, a country which is one of Miele's key growth markets. The club and the company have many fans there, and their activities are avidly followed on social media. Miele, for example, is partner to FC Bayern's traditional Summer Tour, which is once again on the fixture list for the coming year after a Corona-induced break. In addition to this, Miele is planning an advertising spot for the Chinese market featuring players from Germany's record-beating champion.

Further information, photos and a video on our partnership can be found here:
www.miele.de/mielexfcb

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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. Their product portfolio also includes dishwashers, air purifiers, washing machines and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Miele Professional). Founded in 1899, the company has eight production plants in Germany, one each in Austria, the Czech Republic, China, Romania and Poland as well as two production plants belonging to its Italian medical technology subsidiary Steelco. Sales in the 2020 business year amounted to around € 4.5 bn (thereof 29.5% in Germany). 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 20,900, of which approx. 11,050 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

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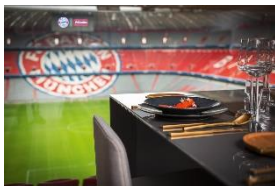


Photo 1: Gourmet flair at Champions League level against a breathtaking backdrop: View from Miele Lounge overlooking the turf at the Allianz Arena. (Photo: Miele)



Photo 2: Warm colours, choice materials and a high-quality feel ensure an elegant lounge atmosphere. (Photo: Miele)



Photo 3: The Miele Lounge at the Allianz Arena offers a stylish setting for culinary highlights with an unobstructed view of the stadium rotunda. (Photo: Miele)



Photo 4: High-quality, natural materials such as glass, wood and stone characterise the modern and warm ambience. The open-plan kitchen area appears inviting and transparent. (Photo: Miele)

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