



Miele

**Press release
No. 091/2021**

Otto Wilde opens its first flagship store at prime Düsseldorf downtown location

- ▶ Exclusive shopping experience in elegant 'Kö-Bogen'
- ▶ First presentation of innovative 'G32 Connected Gas Grill' with modular outdoor kitchen

Gütersloh/Düsseldorf, December 20, 2021. – With a sales floor covering around 130 m², Otto Wilde Grillers is due to inaugurate its first flagship store on Düsseldorf's legendary 'Kö' boulevard. The young Düsseldorf company, which has been in the majority ownership of the Miele Group since earlier this year, is seen as a highly innovative specialist in the field of ambitious outdoor grilling. Directly above Miele's brand store and opened at the same time (see also press release no. 090/2021), Otto Wilde presents its range of grills, outdoor kitchen modules, accessories and premium cuts of meat, and stages its show cooking events.

With its products and a vision of revolutionising outdoor cooking and grilling, Otto Wilde sets new standards. Founded in 2015 in Düsseldorf, the company now employs a workforce of 40 and is above all known among barbecue fans for its versatile and adjustable O.F.B top-heat grill. Plans for the future include the launch of a modular outdoor kitchen which can be configured and extended to cater for customer preferences. The heart and soul of this outdoor kitchen is the connectivity-enabled G32 Connected Gas Grill.

Those interested in browsing the wide range of products are invited to walk up the stairs or take the lift to the first floor. For perfect grilling results, the outdoor kitchen can be planned and configured individually to include for example the G32 Connected Plus premium gas grill with top heat, a powerful gas cooker and modules providing storage space. In addition to this, the Otto Wilde store offers high-quality accessories as well as first-class meat from Black Angus, Wagyu and Kobe beef cattle – and not only the more common cuts such as fillet, roast beef and rib eye, but also brisket and sirloin tri-tip which come with useful advice from experts on storage and preparation.

From summer onwards, grill events covering various topics are planned in front of the store where customers can see the products live and in action and gain insights into speciality grilling techniques. 'The flagship store in a location with such exposure is the next milestone in our company's history. We look forward to offering our customers a high-end shopping experience in this fantastic location', says Alexander Luik, one of the Managing Directors

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who founded Otto Wilde Grillers together with Ulrich Otto Wilde who gave the company its name, his son Nils and daughter-in-law Julia. 'At long last, our supporters and customers now have the opportunity to experience the quality of the Otto Wilde platform first-hand and to test the connectivity of our gas grill live'.

And here is another piece of good news: Last summer, Otto Wilde and Miele jointly announced that the delivery of the G32 Connected would only start after the turn of the year to allow for final work to optimise quality and user convenience. Grilling enthusiasts can now personally inspect the enhanced pre-production models in the store. 'These products now meet our high expectations. Design, look and feel and the user interface promise an outstanding grilling experience', explains Nils Wilde. Certification by several test institutes was initiated in December so that final assembly can commence in January if all goes to plan. 'This means we are right on schedule and very optimistic that we will, as announced, be in a position to ship orders towards the end of the first quarter', Luik continues. 'Shipments will be expedited gradually in the sequence in which orders were placed, obviously giving priority to kick-starters, those who ordered in advance and our trading partners'.

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About Miele: 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.

About Otto Wilde: Otto Wilde is a young and fast-growing company with around 40 employees, with the aim of revolutionising the global barbecue market with its special grills. Otto Wilde enables outdoor grilling fans to set new standards in terms of taste and the perfection of results, to share experiences with a community devoted to

grilling and to take their skills to the next level with recipes, insights and step-by-step instructions. Products from Otto Wilde excel in terms of their exceptional quality and award-winning design – without gimmickry.

There are two photographs with this text



Photo 1: The heart of the Otto Wilde flagship store is the modular outdoor kitchen with the G32 Connected as its centerpiece. (Photo: Miele)



Photo 2: In Düsseldorf's prime location, the flagship store is located directly above the Miele brand store and can be reached via a staircase inside the Miele presence. (Photo: Miele)

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