

Press release
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Miele and KptnCook expand successful cooperation

- ▶ Weekly meal plan now with personalised food preferences
- ▶ KptnCook cookery studio equipped entirely with Miele appliances

Gütersloh, January 31, 2022. – More and more people aim to live sustainably and eat healthy and wholesome food. At the same time, though, everyday cooking should be fast and simple. With the innovative KptnCook recipe app from the eponymous Berlin startup in which Miele has a majority stake, both can be combined with ease. Both companies are united by their focus on healthy cooking, sustainability, quality and a close proximity to customers. Together, Miele and KptnCook are working on new concepts to ensure the continued international growth of the app. For some time now, the app has also been available in Spanish, alongside German and English.

Never before was the fast and varied preparation of good food as simple as it is today: A fresh meal is ready for serving within only half an hour, thanks to the prize-winning app. Every day, the app suggests three creative recipes which are balanced, nutritious and easy to follow. Cooking instructions with step-by-step photographs accompany the process. The support provided by the digital app ranges from individual recipe inspirations to shopping at the supermarket through to finished meals.

More recently, the premium version of the app has offered a weekly meal planner. This allows complete meals and associated purchases to be planned ahead for an entire week. This not only saves time and money but also prevents the wastage of food as only what is needed for the various dishes is purchased. Various options are selectable for the preferred recipe – for example low-carb, vegan or 'keto'. Allergies, intolerances or simply not a fan of coriander? 'Ingredients which don't agree with you or you simply don't like can be deleted from the list. The app then provides users exclusively with recipes which perfectly match their eating habits', explains KptnCook CEO Alexander Reeg.

Behind the scenes, too, KptnCook and Miele have intensified their communication and are working together on new topics. In the process, the founders Eva Hoefler and Alexander Reeg with their 46 employees contribute their expertise and their spirit. One such example is the development of KptnCook recipes specifically for Miele induction hobs with the TempControl feature and CookAssist which take users by the hand and accompanies them through the entire cooking process with explanatory photographs on a smartphone or tablet. On the hob, Miele's intelligent TempControl sensor guarantees the right temperature at all

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times by recognising the temperature of cookware and holding it automatically constant. To support the creative process of designing recipes, the KptnCook kitchen in Berlin has been fitted exclusively with Miele appliances.

2022 will see the launch of further joint activities within the app in order to exploit synergies and to further consolidate collaboration between Miele and KptnCook. Alongside conjuring up further recipes and the integration of Miele appliances, other joint marketing activities are also planned.

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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.

There are two photographs with this text



Photo 1: Healthy through the week with the personal weekly plan from KptnCook: With the recipe app, individual weekly plans can be put together depending on the users' eating habits and preferences. (Photo: Miele)



Photo 2: Smart: With step-by-step recipes, the Miele app on a smartphone or tablet PC guides the user through the entire cooking process. The induction hob ensures the appropriate settings and temperatures at all times (CookAssist). (Photo: Miele)

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