

Press release
No. 048/2023

Ringing in the barbecue season with the modular Otto Wilde platform

- ▶ Platform concept offers numerous modules for customised grilling
- ▶ More than 5,000 outdoor kitchens already sold

Gütersloh, April 27, 2023. – When days get longer and warmer, barbecue enthusiasts feel the urge to roll up their sleeves and set to work. Fancy recipes like salmon burgers with truffle mayo, "longjobs" like pulled pork and meatless dishes like caramelised honey carrots are becoming increasingly popular. Even classic desserts like Kaiserschmarrn can be easily grilled with the right accessories. For all this and much more, the new outdoor kitchen from Otto Wilde offers the ideal equipment. And with the noble black matt powder coating and the high-quality materials, it also makes every terrace and balcony a visual highlight.

The heart of the modular platform is the G32 Connected gas barbecue, made entirely of stainless steel, which makes preparing sophisticated dishes as easy as possible thanks to its smart features. For example, the temperature of the grill can be monitored at any time via an app so that the food is grilled to perfection. In addition, the weight of the gas bottle can be controlled and monitored via the app - an empty gas bottle that could endanger the barbecue is now a thing of the past.

In line with the motto "modularity by conviction", every barbecue fan can create their own individual outdoor kitchen dreams - in addition to the G32 Connected, there is also a choice of storage modules, a gas hob, a sink, a refrigerator and the top-heat grill O.F.B. With the O.F.B., steaks with a perfect crust can be prepared quickly and easily at temperatures of up to 900 °C using the Maillard reaction.

The various modules can be put together individually via the configurator on the website or at the local specialist dealer - according to individual space and budget. "In terms of functions, storage space and work surface, this configuration is hardly inferior to a classic indoor kitchen and opens up unimagined possibilities for barbecuing all year round," explains Otto Wilde Managing Director Alexander Luik. A well thought-out and coordinated portfolio of accessories, including a pizza set, a plancha or a grill basket, rounds off the range. Grillers can thus concentrate on what is really important – namely what is on the grill.

With its products and the vision of revolutionising outdoor cooking and grilling, Otto Wilde is setting new standards. Founded in Düsseldorf in 2015, the company, in which Miele acquired a majority stake in 2021, currently has 54 employees. Last year, Otto Wilde achieved numerous milestones - among other things, the dealer network was expanded to around 100 specialist dealers. The company is currently focusing on seasonal business and is steadily expanding its product range. The goal is to further complete the platform concept - among other things, with a cast-iron pot for braised dishes (Dutch Oven) and additional storage solutions. Managing Director Luik: "In addition, we are continuously developing our products and ordering processes based on feedback from our customers."

Otto Wilde's summer recipe for a culinary highlight

For those in search of a special summer highlight from the barbecue, Otto Wilde recommends real gourmets try out a pulled salmon burger with truffle mayonnaise.

Ingredients

600 g fillet of salmon; 500 g water; 30 g sea salt; 25 g sugar; 25 g brown sugar; 200 g mayonnaise; 30 g truffle paste; 120 g white cabbage; 50 g carrots; 2 pinches of salt; 60 g butter; 3 sprigs of parsley; 3 burger buns; 40 g yoghurt; 1 teaspoon of cracked black pepper

Accessories

Smoker box; handles; oven mitts

Preparation

Debone the salmon. Make a marinade from the water, salt, sugar and brown sugar. Pickle the salmon in the marinade overnight.

Blend the mayonnaise and the truffle paste. Finely grate the cabbage and the carrots for the coleslaw. Add salt and mix thoroughly. Allow to stand for 30 minutes for the liquid to separate. Drain off the liquid. Finely chop the parsley and add to the carrots and cabbage together with the yoghurt and pepper. Thoroughly mix all ingredients.

Create an indirect zone by switching on the first burner and leaving the other three switched off. Place the smoker box over the first burner and fill. Turn the heat up to full and place the salmon in the indirect zone. Smoke the salmon for 120 minutes. Add fresh wood chips every 60 minutes.

Slice the burger buns in half and spread with butter. Lightly toast the buns in the indirect zone. Spread truffle mayonnaise on both halves. Pluck the smoked salmon and place on one half of the buns. Add a liberal helping of coleslaw and ... voilà!

Media contact

Carsten Nagel

Phone: +49 5241 89-1009

Email: carsten.nagel@miele.com

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, washing machines and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications. 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 2022 business year amounted to around € 5.43 bn. 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 23,300, of which approx. 11,900 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are three photographs with this text



Photo 1: The outdoor kitchen from Otto Wilde is a veritable eyecatcher on the patio or a balcony thanks to its noble design. (Photo: Miele)



Photo 2: A modular concept allows untold outdoor kitchen configurations to the user's taste. (Photo: Miele)



Photo 3: A summer gourmet highlight of the special kind: Pulled salmon burger with truffle mayonnaise. (Photo: Miele)

Text and photo download: www.miele-press.com

Follow us on:

 @Miele

 @Miele_com

 Miele