

Press release  
No. 100/2023

## **New generation of Miele wine units offers exceptional storage conditions**

- ▶ New functions: Air humidity individually selectable
- ▶ Safe storage also of opened bottles of wine
- ▶ High volume: Store up to 229 bottles in style

**Gütersloh/Berlin, August 30, 2023. – 'Wine is poetry bottled' said the novelist Robert Louis Stevenson. During the life and times of the great Scot, there were undoubtedly many wine cellars around offering good storage conditions. Nowadays, things have changed and wine units from Miele raise wine storage in modern times to new heights. The new generation of freestanding wine units offer exceptional storage conditions to protect and maintain select quality over time. They also excel by offering greater convenience and an extended range of models in timeless design – keeping the poetry of wine perfectly intact.**

Perfect wine storage demands ideal conditions: Humidity kept at an ideal level, protection against harmful UV light and ambient odours as well as temperature fidelity and vibration-free storage. These conditions are met by Miele with its most recent generation of freestanding wine units, comprising two wine conditioning units with three zones, a unit designed for side-by-side installation with two zones and a wine-freezer combination, also suitable for side-by-side use, and, completely new, a wine storage unit for a large collection with one temperature zone. All units meet the highest demands on functionality and aesthetics. Popular and exclusive features such as the SommelierSet have undergone further development and user convenience has been taken to the next level.

### **Humidity as key criterion**

The correct humidity plays a key role above all when storing wine over an extended period of time. It keeps natural cork moist and hence stable. This prevents wine from oxidising or even leaking from bottles stored horizontally, making a dry or crumbling cork even more fatal. On the other hand, the moisture should not be too high as it otherwise accelerates the formation of mould on labels or in corks. Ideally, the humidity should be between 50 and 80 per cent. As a result, all Miele wine units from the new generation are equipped with ActiveHumidity without exception. This feature not only ensures optimal humidity but also offers the opportunity to set the relative humidity individually in increments – either via the Miele app or at the unit itself. To prevent the formation of condensate on the inner rear panel, wine units

additionally feature a 'dry liner' made from elegant BlackSteel or stainless steel (depending on the model).

### **Guaranteeing UV protection**

Protection against UV radiation is as important as humidity. The coloured glass from which the bottles are made does not provide adequate protection to wine. For that reason, all Miele wine conditioning units are equipped with UV-blocking glass doors. Similarly, the atmospheric LED lighting is UV-free. This allows wine bottles to be presented over a long period of time yet still be properly protected. This preserves aromas, colour and the character of a good wine.

### **Quiet storage without harmful influences**

The low-vibration compressor contributes towards gentle storage. This motor is particularly smooth-running and quiet. This is important as vibration and shuddering interferes with sedimentation on red wines and can even result in oxidation as a result of corks becoming loose. The chemical composition of the wine can even change. Low-vibration storage prevents all this and contributes towards preserving flavour and character. Low-vibration, too, are the highly convenient runners on the variable wooden shelves: A light tap is sufficient for the beech racks (FlexiFrame) to return smoothly to their position.

The wooden shelves are highly versatile, offering a secure hold to a variety of bottle sizes. They consist of wooden slats which can be rearranged at the flick of a wrist. This even accommodates magnum bottles or ones with a long neck.

A constant storage temperature is also a crucial factor: To allow wines to mature in peace, Miele wine units naturally guarantee temperature fidelity – with temperatures between 5°C and 20°C individually selectable to cater for personal preferences. And to prevent unpleasant odours from spoiling the wine experience, an active charcoal filter (Active AirClean) prevents any ingress, thereby ensuring an unalloyed aroma.

### **Presentation in style**

Pleasure is one thing; the presentation of high-quality wines another. To celebrate wines in style, the model with three temperature zones is the product of choice, also available as a version with SommerlierSet, and only to be had from Miele. This consists of a pull-out and removable tray with a non-slip silicone mat, a pull-out glass holder for four glasses, a bottle presenter and an accessory box. In addition to this, there are three bottle boxes in which opened bottles can not only be placed but also securely stored.

Even models without the SommelierSet allow favourite wines to be nicely showcased. They feature a PresenterFrame, an adjustable storage rack. This allows bottles to be stored horizontally or presented in an upright position. The upright position is, of course, ideal for storing opened bottles.

A befitting presentation of choice wines is supported by a Miele-exclusive lighting concept: Several LED modules, dimmable and with 7 light intensity stages for each temperature zone, illuminate the entire cabinet to suit personal preferences. And to prevent alluring bottles from getting into the wrong hands, these appliances come replete with a lock for the protection of children.

### **New wine storage unit with one temperature zone**

With the new generation of freestanding units, Miele now also offers a wine storage unit with only one temperature zone. This model, unlike the others, has an elegant black front instead of the usual glass door. With a large storage capacity of 229 bottles, this model is predestined for the storage of wine collections in cellars and storage rooms and also represents an attractive price point as a stepping stone into the world of wine storage.

All models of the new freestanding wine units will be launched in the second quarter of 2024. Prices vary depending on specifications between € 1999 for the single-zone wine storage unit to € 6699 for the flagship model with three temperature zones and the SommelierSet.

### **Media contact**

Ursula Wilms

Phone: +49 5241 89-1958

Email: [ursula.wilms@miele.com](mailto:ursula.wilms@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.

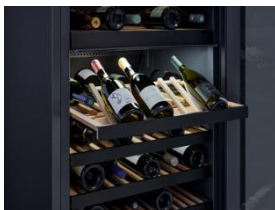
There are six photographs with this text



**Photo 1:** KWT 4999 F obsw – An eyecatcher for discerning wine connoisseurs: A wine conditioning unit from Miele with three independently selectable temperature zones and individually selectable humidity (ActiveHumidity) as well as a SommelierSet for presenting and decanting fine wines. (Photo: Miele)



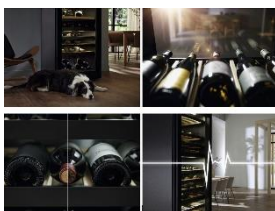
**Photo 2:** For the presentation of choice wines in great style: Miele's unique SommelierSet. Here, even opened bottles can be safely stored. The tray is removable and has a non-slip mat. (Photo: Miele)



**Photo 3:** PresenterFrame: Storage or presentation of fine wines, showcased even better thanks to individually selectable lighting. This even allows opened bottles to be stored. (Photo: Miele)



**Photo 4:** KWT 4584 E sw – The new wine storage unit from Miele offers ample space and a temperature zone ideal for wine storage in cellars or pantries. It is able to accommodate an astonishing 229 bottles. (Photo: Miele)



**Photo 5:** The new generation of wine units from Miele sports innovative features: Particularly low-vibration and hence quiet storage, UV protection and individually selectable humidity (ActiveHumidity). (Photo: Miele)



**Photo 6:** Side by side: Wine-freezer combination and refrigerator from Miele are a source of great pleasure. The wine conditioning unit offers space for 44 bottles of select wine. (Photo: Miele)

Text and photo download: [www.miele-press.com](http://www.miele-press.com)

Follow us on:



@Miele



@Miele\_com



Miele