

Press release
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Miele and FC Bayern extend partnership

- ▶ Miele Lounge in Allianz Arena continues to offer exclusive gourmet experience
- ▶ Cooperation extended to cover Brazil, Mexico and USA

Gütersloh/Munich, September 7, 2023. – The delightful interaction between culinary highlights and world-class sport is set to continue: At the start of the new season, FC Bayern München and Miele have agreed an extension to their existing partnership by a further three years. The world's leading supplier of premium domestic appliances has partnered with the German record holder since 2020 and will continue to offer outstanding gourmet experiences in the Allianz Arena in future.

The heart and soul of the cooperation remains the Miele Lounge which, thanks to its location overlooking the stands, offers an impressive view of the stadium. Here, guests invited by both partners can enjoy a variety of culinary offers through to live cooking in the open show kitchen while watching home fixtures. But Miele also extends invitations to, for example, its exclusive cookery events between match days. The range of offers is rounded off by the gourmet service provided by Miele's subsidiary MChef (more on MChef [here](#)).

'FC Bayern and Miele – that is the unique combination of the fascination of top-class sport and exclusive culinary delights', says Dr. Axel Kniehl, Executive Director Marketing and Sales with the Miele Group. 'We are looking forward to extending this successful team play together over the coming years'. Alongside Germany and China, legal options now extend to Brazil, Mexico and the USA, three further important growth markets for Miele. In these countries, football also plays a major role – and FC Bayern has lots of fans who are excitedly looking forward to the 2026 World Cup in North America.

'FC Bayern and Miele both stand for intense pleasure: We wish to inspire our fans with our game, Miele with its gourmet experience. We are very pleased that we have extended our partnership for a further three years. Continuity is important to us, and we are confident that we have much we can continue to offer people together – both on and off the turf', says Andreas Jung, Board Member responsible for Marketing, Sponsoring and Events at FC Bayern. In Germany, Miele and its current flagship products are not only present in the Allianz Arena but also in the penthouse of the DO & CO Boutique Hotel located between City Hall and the Church of our Lady. This location provides the atmospheric ambience for an exclusive Miele dinner series: Star-spangled chefs of international repute offer their guests inspiring insights into their lives and cuisine in intimate select company.

On the building's lower storeys, three floors are home to FC Bayern World's club shop – where Miele puts in a guest performance with its appliances twice a season.

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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, 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: Looking forward to an extended partnership between Miele and the record-holding champion: Dr. Axel Kniehl, Executive Director Marketing and Sales with the Miele Group and Andreas Jung, responsible on the board at FC Bayern München for Marketing, Sponsoring and Events. (Photo: FC Bayern Munich)



Photo 2: Gourmet experience at Champions League level in front of an imposing backdrop. The vista taking in the entire pitch from the Miele Lounge at the Allianz Arena. (Photo: Miele)



Photo 3: Provide Miele's exclusive dinner series with an atmospheric ambience: Penthouse and roof terrace of the DO & CO Boutique Hotels between City Hall and Church of Our Lady. (Photo: Miele)

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