

Press release  
No. 070/2025

## **IFA 2025: Miele presents a new era of cooking – with the first outdoor kitchen “Dreams”, the intelligent cooking system “M Sense”, and the world premiere of the first steam drawer**

- ▶ Premium cooking experiences now also available outdoors with the modular outdoor kitchen “Dreams”
- ▶ Nothing burns. Nothing boils over. With the intelligent “M Sense” cookware
- ▶ More room for enjoyment: Miele brings steam cooking to the drawer
- ▶ Digitalisation, AI and sustainability for impressive convenience and resource efficiency

**Gütersloh/Berlin, September 3, 2025 – Under the motto “Miele now also Outdoors”, Miele will present numerous premieres at IFA 2025 in Berlin – including the modular outdoor kitchen “Dreams”, the intelligent cooking system “M Sense” and the steam drawer. Together, these innovations expand Miele’s portfolio with connected, convenient and enjoyable cooking solutions for indoors and outdoors, ushering in a new era of cooking.**

Global trends such as digitalisation and longevity, as well as the growing desire for customised, streamlined solutions, are shaping the everyday lives of many people. “In an increasingly complex world, our customers are looking for reliable innovations that simplify everyday life and create special moments. This is exactly what we deliver with our new products at IFA. They are at the core of our Cooking Innovation Initiative and embody the highest standards in quality, design, innovation, and sustainability. In doing so, we are ushering in a new era of cooking”, says Dr Reinhard Zinkann, Executive Director and Co-Proprietor at Miele.

### **The first Miele outdoor kitchen “Dreams” brings premium cooking experiences outdoors**

With its new “Outdoor Cooking” product category, Miele is tapping into a growing market segment that expands its business model effectively. “More and more people around the world are discovering the outdoor living lifestyle,” says Dr Axel Kniehl, Executive Director Marketing & Sales. “With Dreams, we are now bringing the special Miele cooking experience outdoors for the first time. This modular outdoor kitchen can be customised and combines

minimalist design, intelligent technology and Miele's premium standards. Our customers can enjoy special moments and perfect results with family and friends, all with the trusted Miele quality – both indoors and outdoors. It sets a new benchmark for outdoor cooking”.

The Dreams modular outdoor kitchen comprises numerous individually combinable modules, from multiple gas barbecues to a hob, sink and outdoor refrigerator, as well as an extensive range of over 60 perfectly coordinated accessories. One highlight is the “Fire Pro IQ”, an intelligent gas barbecue that automatically regulates temperatures and grills entire dishes independently. This ensures perfect results without constant monitoring and frees up more time to spend with guests and family. It is controlled via the integrated display or conveniently via the Miele app\*. The barbecue also cleans itself in AutoClean mode.

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### **“M Sense” cookware: Nothing burns. Nothing boils over.**

Incidents such as boiled-over pasta water or burnt steak are a thing of the past with M Sense. At IFA, Miele will present intelligent cookware with integrated touch controls and up to three temperature sensors. Combined with the new KM 8000-generation induction hobs, this creates a multi-patented system that automatically regulates cooking power for precise results and stress-free cooking. Miele is ushering in a new era with its intelligent cookware. Pots and pans communicate; hobs listen. The technology is controlled via the cookware itself.

“M Sense is our promise for more joy in cooking. Nothing burns. Nothing boils over. – just more time for what really matters. With intelligent sensors and intuitive operation, we make cooking easier, safer, and smarter,” explains Dr Markus Miele, Executive Director and Co-Proprietor at Miele. [Press release No. 068/2025](#)

### **Steam drawer: baking, reheating, and steam cooking in one niche**

With the steam drawer, Miele is presenting a world premiere at IFA – creating space for new possibilities in kitchen planning with cooking experiences at the highest level. Thanks to its minimalist design and height of just 14 centimetres, the drawer adapts to individual requirements, from urban living environments to open-plan kitchen concepts. Together with a combination oven with microwave, a unique 3-in-1 solution is created that combines baking, reheating, and steam cooking in one niche. Thanks to DualSteam technology and more than 100 automatic programmes on the appliance, vegetables, sous-vide, or everyday applications such as heating and defrosting are effortless. The capacity is sufficient for up to

four people. Convenient details such as lid opening at the touch of a button and integration into the Miele app\* make operation and control easier.

“The new steam drawer is our response to the growing demand for multifunctional solutions for kitchens with limited space”, says Dr Reinhard Zinkann. “In combination with a compact oven, it is possible to prepare entire menus in two separate cooking compartments with Miele’s renowned quality”. [Press release no. 067/2025](#)

### **Further highlights and innovations at IFA**

Miele presented several new products at the IFA kick-off in July: the new downdraft extractor with integrated ambient lighting creates atmospheric accents in the kitchen, while the large-format MasterCool refrigerators set standards in convenience and design. A highlight in floor care: the cordless Triflex HX3 Plus Aqua converts from a standard vacuum cleaner to a wet cleaner in the blink of an eye thanks to the Aqua Twister Pro floor nozzle. Two functions in one appliance make everyday life so much easier and provide maximum flexibility.

### **Digitalisation, AI, and smart extras for greater convenience and safety**

Digitalisation and AI are key drivers for greater convenience and efficiency in the home, and Miele is bringing this progress into the kitchen. With the “FoodView” feature in the new MasterCool refrigerators, users can keep an eye on the contents at all times. Several camera images taken when the door was last closed are provided via the Miele app\*. This makes planning and spontaneous shopping easier, while also preventing food waste.

Artificial intelligence is used in a targeted way in the oven: Smart Food ID automatically recognises 50 dishes, adjusts the settings and takes over the preparation process, ensuring perfect results – especially when time is of the essence.

These innovations are complemented by additional smart functions in the Miele app, which acts as a central element connecting all appliances and services. For instance, CookAssist guides users through recipes step by step, and will soon be available with the new M Sense cookware and the Fire Pro IQ gas barbecue. The Consumption Dashboard provides transparent consumption data and helps customers make targeted use of resource-efficient programmes on washing machines and dishwashers. Regular software updates continuously expand the range of functions and ensure that the appliances will continue to evolve with the demands of everyday life.

## **From its product range to its circular trade fair stand, Miele brings sustainability to life**

With its new Energy Heroes, Miele is demonstrating a clear commitment to sustainable innovation at IFA. Its washing machine model undercuts the top energy efficiency class A by 40%, and its dishwasher model by 10%. As such, it will showcase its most energy-efficient product range, which delivers a clear advantage in terms of energy costs.

What's more, Miele's trade fair presence is all about circularity: its resource-efficient stand is made of reusable materials, while the modular, lightweight design reduces transport and storage costs by 50%. And with only 150 appliances, the company is focusing on the essentials and significantly reducing its carbon footprint. "We are showcasing our holistic understanding of sustainability – from energy efficiency and longevity to circular solutions – in our product range and, this year, with a modular, multi-use trade fair stand," says Rebecca Steinhage, Executive Director Human Resources and Corporate Affairs. "These efforts are a clear sign of our commitment to sustainability."

## **Miele quality: 25-year guarantee on laundry care motors**

Since the company was founded in 1899, the Miele brand has focused on manufacturing products of the highest quality and with an exceptionally long service life. Washing machines are tested for a service life of up to 20 years before they are launched on the market. As a clear commitment to quality, Miele will introduce the "Miele Motor Guarantee" – a 25-year guarantee on motors for washing machines and dryers – in Germany on 1 October 2025. Other countries will follow.

\*This is a separate digital offer from Miele & Cie. KG. The range of functions can vary depending on the model and the country. Acceptance of the Terms and Conditions and Privacy Policy for Miele digital products & services in the Miele app required. Miele reserves the right to change or discontinue the digital offer at any time.

## **Media contact**

Martin Wielgus

Phone: +49 5241 89-1953

Email: [martin.wielgus@miele.com](mailto:martin.wielgus@miele.com)

**About Miele:** For more than 125 years, Miele has lived up to its brand promise of "Immer Besser" in terms of quality, innovation and timeless elegance. Founded in 1899, the globally active company for premium domestic appliances inspires customers with pioneering solutions for the connected home. In addition, Miele offers appliances, systems and services for commercial use, such as in hotels or care facilities as well as in medical technology. With its durable and energy-saving appliances, Miele helps its customers make their daily lives as

sustainable as possible. The company is owned by the two founding families, Miele and Zinkann. In the 2024 business year, Miele generated a turnover of 5.04 billion Euros with approximately 23,500 employees. Its global network comprises 19 production plants and around 50 service and sales subsidiaries (as of February 2025). The company has its headquarters in Gütersloh, North Rhine-Westphalia.

## There are five photographs with this text



**Photo 1:** Dr Markus Miele (left), Dr Reinhard Zinkann (Executive Director and Co-Proprietor) and Dr Axel Kniehl (Executive Director Marketing and Sales) presented Miele's debut products today at the IFA press conference. Highlight below: with the new Dreams outdoor kitchen, Miele is bringing its trusted premium experience to the outdoors. (Photo: Miele)



**Photo 2:** Dr Markus Miele (left), Dr Reinhard Zinkann (Executive Director and Co-Proprietor) and Dr Axel Kniehl (Executive Director Marketing and Sales) presented Miele's debut products today at the IFA press conference. Highlight below: with the new Dreams outdoor kitchen, Miele is bringing its trusted premium experience to the outdoors. (Photo: Miele)



**Photo 3:** With its five sensors in the cooking chamber and on the grill grate, the Fire Pro IQ regulates temperatures more precisely than any other barbecue. For even more convenience: simply select an automatic programme in the Miele app, send it to the Fire Pro IQ and be guided step by step to the perfect result. (Photo: Miele)



**Photo 4:** Nothing burns. Nothing boils over. This leaves more time for other things. The new cooking system consisting of the Miele KM 8000 induction hob and M Sense cookware measures the temperature and regulates the power independently and conveniently. (Photo: Miele)



**Foto 5:** World premiere: the new steam drawer from Miele – a space-saving 3-in-1 solution for baking, reheating and steam cooking. With two separate steam cooking containers for preparing different ingredients at the same time. (Foto: Miele)

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