

Press release  
No. 077/2025

## More Space for Freshness: Miele Launches Three New Cooling Solutions for High Demands

- ▶ XXL built-in appliances with 45 percent more volume – ideal for large households and weekly shopping
- ▶ French Door freestanding units for added convenience: beverage dispenser and flexible compartment for cooling or freezing
- ▶ MasterCool series combines design, impressive size, and maximum freshness for food

**Gütersloh/Rödinghausen, September 19, 2025 – Whether it's a big weekly shop, structured food storage, or special occasions: a large refrigerator makes everyday organization easier. Miele is responding to this need with three new cooling solutions that stand out for their generous capacities, innovative freshness systems, and stylish design. With the new XXL built-in combinations, elegant French Door units, and the enhanced MasterCool series, the premium manufacturer offers modern solutions for various kitchen concepts.**

“With these three appliance concepts, we’re addressing different target groups who share one common desire: more space, more freshness, and more convenience,” says Holger Keisinger, Senior Vice President of the Business Unit Refrigeration at Miele. “This strengthens our position in the premium segment and ensures a suitable solution for every kitchen concept.”

### **XXL Built-In Fridge-Freezer Combinations**

The new fridge-freezer combinations are designed for households that value extra storage space and organized food management. With 45% more volume than comparable standard models, they offer ample room for large weekly shops and smart food organization.

“DynaCool” ensures even temperature distribution throughout the interior, while the “DailyFresh” freshness system and the innovative “ExtraCool” drawer significantly extend the shelf life of food. Comfort features such as “SoftClose”, “NoFrost” (no ice build-up), and integration into Miele@home complete the user experience. More information about the XXL models can be found [here](#).

## **Comfort Meets Design: The New French Door Freestanding Units**

With its new French Door freestanding units, Miele introduces a premium category that combines functional diversity with elegant aesthetics. The wing-door design not only allows comfortable access to all compartments but also provides space for organized storage. A highlight is the “PerfectFresh Active” freshness system, which uses active humidification to keep food fresh for longer. This is complemented by the “Longlife AirClean System”, a regenerable filter that noticeably reduces unpleasant odors and preserves food freshness.

Another standout feature is the “Freeze&Cool” function, which allows part of the appliance to be used flexibly as either a fridge or freezer. The ice and water dispenser provides filtered refreshment, while high-quality glass surfaces make a stylish statement in any modern kitchen. Ideal for families who value both design and convenience.

## **MasterCool Offers Premium Technology in a New Dimension**

With the third generation of its MasterCool series, Miele sets new standards in refrigeration. The interior made of brushed stainless steel is not only visually impressive but also hygienic and durable. The new “BrilliantLight Pro” lighting concept ensures even and atmospheric illumination that highlights the elegant design.

In addition to its premium look, the modern refrigerators feature innovative technology. The enhanced “M Touch Pro” display and connectivity with the Miele app guarantee easy and convenient operation. The integrated “FoodView” cameras allow users to check the contents of the fridge via the app – helping to avoid forgotten items and making spontaneous shopping easier. The new “MasterFresh Pro” freshness system keeps perishable food fresh up to five times longer. The “Longlife AirClean System” also reduces odors by up to 95%, preserving food freshness.

Additional features such as “Push2open” technology, spill-proof glass shelves, and the integrated ice dispenser offer everyday convenience. Detailed information about the new MasterCool series can be found [here](#).

The new XXL appliances and the MasterCool series will be launched in Europe in April 2026, with other countries following. The French Door freestanding units will be available in summer 2026.

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**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 three photographs with this text



**Photo 1:** Significantly more space for fresh food: the XXL built-in appliance offers around 45 per cent more volume – ideal for large weekly shopping trips or preparing for parties. (Photo: Miele)



**Photo 2:** French Door Freestanding Unit: The elegant stainless steel adds a special touch to the kitchen, while ‘IceMaker’ and ‘Freeze&Cool’ offer maximum convenience and flexibility. (Photo: Miele)



**Photo 3:** Innovation meets elegance: the new MasterCool generation impresses with integrated cameras and app control, as well as a stainless steel interior and modern lighting concept. (Photo: Miele)

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