

Press release
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‘Dreams’ Outdoor Kitchen: Miele Quality and Design for Open-Air Living

- ▶ Market launch of new ‘Outdoor Cooking’ product category with the ‘Dreams’ outdoor kitchen
- ▶ Large part of the range now available for pre-order in Germany, Austria and Switzerland
- ▶ Configurator helps customers create their own custom kitchens

Gütersloh, March 4, 2026 – Customers can now design their outdoor spaces entirely to their own tastes with the new Miele outdoor kitchen. With ‘Dreams’, the household appliance manufacturer is transferring its many years of expertise to the outdoor area for the first time – as a sophisticated system that can be adapted to any space and lifestyle. Substantial parts of the range are already available for pre-order, with deliveries starting in April. The intelligent Fire Pro IQ gas grill will follow in summer 2026.

‘Dreams’ is a modular system: With the grill as the centrepiece, customers can expand their outdoor kitchen step by step – adding a hob for preparing sauces and side dishes, a top-heat grill for extreme temperatures, a fully equipped sink module or an outdoor fridge for chilled drinks and ingredients right where they are needed. A variety of storage modules with drawers or shelves ensure that utensils, spices and crockery are always within easy reach. The system has more than 60 accessories, making it easy for customers to design an outdoor kitchen that perfectly meets their needs – with accessories for the modular cooking chamber or the module cabinet.

Customers can create a wide variety of kitchen configurations, tailoring them to their space and their needs: “With ‘Dreams’, customers have the option of adding functions at any time, giving them the freedom to rearrange and expand their outdoor kitchen as their needs evolve. The kitchen adapts to their space, habits and lifestyle – not the other way round”, explains Gernot Trettenbrein, Senior Vice President of Miele’s New Growth Factory Business Unit.

Miele has provided six preconfigured ‘Dreams’ configurations to help customers find their way around and start planning. The Dome, Rise, Essence, Advance, Master and Signature configurations combine the modules in different ways – from compact set-ups through to fully equipped L-shaped outdoor kitchens. Customers can use the ‘Dreams’ templates as

inspiration for their own dream kitchen and can expand or modify them using the new configurator in the Miele webshop.

The configurator brings the product range to life in digital form and makes it easier for customers to plan out their kitchens. It guides users through the entire process – from selecting modules and choosing suitable accessories for barbecuing, cooking and organising, through to selecting made-to-measure protective covers. Users can either pre-order their individual configuration directly in the online shop or use it as the basis for getting advice during a consultation at the Miele Experience Center or from specialist retailers.

Alongside online sales, Miele is also focusing on providing a strong partner network. For the market launch, the company is working with around 300 selected specialist retail partners, including numerous kitchen, barbecue and electrical appliance retailers in the DACH region. This means that many customers will find an expert to contact close to where they live. For an overview of all these retailers, you can visit the Miele webshop.

You can find more information on the new Miele outdoor kitchen in the following press release: [Miele presents its first outdoor kitchen 'Dreams'](#)

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About Miele: Since 1899, Miele has lived up to its brand promise “Immer Besser” in terms of quality, innovation, and timeless elegance. The globally active company for premium domestic appliances delights 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 2025 business year, Miele generated a turnover of 5.16 billion Euros with approximately 23,000 employees. Its global network comprises 19 production plants and 49 service and sales subsidiaries (as of March 2026). The company has its headquarters in Gütersloh, North Rhine-Westphalia.

There are three photographs with this text



Photo 1: From compact designs to fully equipped set-ups: Miele's 'Dreams' outdoor kitchen can be configured in a modular fashion and expanded step by step. (Photo: Miele)



Photo 2: A new configurator helps customers plan their own customised outdoor kitchens. (Photo: Miele)

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