

Press release
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Miele introduces AI-powered cooking assistant to the kitchen

- ▶ The smart assistant in the Miele App* helps users with cooking and choosing the right appliance settings
- ▶ Programmes and settings can be sent directly to connected ovens
- ▶ Feature available in Germany and Austria from Q2 2026

Gütersloh/Milan, April 21, 2026 – At EuroCucina in Milan, Miele is introducing a new artificial intelligence-based cooking assistant called CulinaryCoach*. This feature in the Miele App* helps users find the right settings for their dish more quickly and transfer programmes directly to connected ovens. The CulinaryCoach* will be available in Germany and Austria from the second quarter of 2026.

Whether trying out a new recipe or whipping up something tasty when pressed for time, many people rely on familiar appliance settings in their everyday cooking. This is also demonstrated by Miele usage data: in around 75 percent of all cooking processes, customers use just two operating modes: top/bottom heat and hot air. Many other functions of modern oven remain unused in everyday life.

At the same time, more and more people are turning to AI-based assistants to get quick and straightforward answers to cooking-related questions. Consequently, global enquiries in this context are on the rise – now reaching the triple-digit million range per week.

This is exactly where CulinaryCoach comes in. The assistant in the Miele App makes using the oven as intuitive as a conversation: users describe what they want to cook – via text, voice or photo. Drawing on curated Miele cooking and appliance expertise, the assistant guides the cooking process, provides suitable recommendations, answers questions and transfers the optimal settings directly to the connected appliance.

“With CulinaryCoach, we support customers even beyond the appliance itself. By combining appliance knowledge with culinary expertise, we have created an intelligent companion that provides guidance, inspires and makes cooking easier,” says Peter Hübinger, Senior Vice President of the Smart Home/Electronics Business Unit at Miele.

The new feature will be available in the Miele App for users in Germany and Austria from the second quarter of 2026. Initially, the CulinaryCoach will be compatible with selected ovens from the H7860BP/x series, with further models and appliance categories to 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.

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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 two photographs with this text



Photo 1: Whether it's a viral recipe from the internet or a family favourite, the Culinary Coach in the Miele App translates cooking ideas into the right settings and guides users step by step through the preparation process. (Photo: Miele)



Photo 2: The CulinaryCoach becomes an intelligent companion in everyday cooking: it connects the app to the oven, transfers the correct settings and provides guidance during preparation – for greater peace of mind, less effort and guaranteed success. (Photo: Miele)

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