

Press release
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Between nature, design and fine dining: Miele showcases outdoor cooking in Menorca

- ▶ The marketing campaign presents the outdoor kitchen as a new species, in the style of a nature documentary
- ▶ An event in Menorca brings the new outdoor category to life as a multi-sensory experience

Gütersloh, 13 May 2026 – To mark the start of the barbecue season, Miele is launching its “Dreams” outdoor kitchen and supporting this move with a new communication approach: a marketing campaign in the style of a nature documentary and an event in Menorca that brings the campaign concept to life.

Inspired by classic documentaries, the Miele marketing campaign presents the outdoor kitchen as a new species in harmony with nature. Coupled with messages such as “No rival”, the campaign shows how the Miele outdoor kitchen reacts to external, unpredictable influences and holds its own in the outdoor environment. The various visuals and videos each highlight specific features of the kitchen: modularity, quality and performance. The advertising campaign is the first at Miele to have been filmed entirely outdoors. The setting was a national park on the border between Slovenia and Italy.

From campaign to experience: Outdoor Cooking Event in Menorca

With an event in Menorca, Miele revisits the campaign’s approach: The event in early May translated the campaign idea into an expedition through the island’s natural landscape – a landscape characterised by adaptation itself. Rocks and vegetation have evolved here over time.

The event draws a parallel here with Miele’s outdoor kitchen: several stations demonstrated how the kitchen has adapted to its surroundings and showcased small and large configurations in varying settings. Each station on the expedition appealed to a different sense: the quality of the kitchen was evident through the feel of surfaces and controls, performance through the sounds of burners and ingredients, and variety through the sense of taste – via the use of various accessories and preparation methods.

“With Outdoor Cooking, we as Miele are deliberately breaking new ground. That’s why we want to present this product category in a different light – and also break with the

conventions of traditional barbecue advertising. The campaign showcases our outdoor kitchen as a new concept that has adapted to its surroundings. The event in Menorca brings this very idea to life,” says Dr. Axel Kniehl, Managing Director of Marketing & Sales at Miele.

A central venue for the event was the Santa Ponça quarry in the centre of the island. Limestone has been quarried here for centuries. It is a place without conventional infrastructure, showcasing open-air cooking under real-world conditions. At this location, two-Michelin-starred chef Daniel Gottschlich (Restaurant Ox&Klee, Cologne) prepared a menu using the outdoor kitchen.

“Miele is one of the most influential premium brands in the kitchen sector. As a chef, it is a particular pleasure to work with these products – especially now in the outdoor sector too. Working outdoors at this level is not only exciting, but a real experience – a combination of craftsmanship, precision and flavour that is rarely found,” said Daniel Gottschlich.

For the dinner in the quarry, Dutch designer Sabine Marcelis has created a table that captures Menorca’s contrast between nature and culture. Crafted from travertine and combined with a glass top, the piece reflects the light in the quarry and changes throughout the day. In this way, the table became part of the location – and part of the overall experience.

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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.

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Photo 1: Miele's new marketing campaign, "A New Species is Here," challenges expectations and presents the outdoor kitchen as a species in its natural habitat – inspired by classic nature documentaries. (Photo: Miele)



Photo 2: The event in Menorca brings the campaign concept to life: The event takes participants through different landscapes of the island. Each stop offers a hands-on experience of a different facet of Outdoor Cooking. (Photo: Miele)



Photo 3: At the Santa Ponça quarry in Menorca, two-Michelin-starred chef Daniel Gottschlich demonstrates how he prepares dishes at the highest level using the Miele outdoor kitchen. The table, designed by Dutch designer Sabine Marcelis, incorporates the quarry's materials, becoming part of the experience. (Photo: Miele)



Photo 4: The event concept guided guests through Menorca's natural landscape. Rocks and vegetation have adapted to the harsh local conditions – a principle that the event applies to the Miele outdoor kitchen and brings to life. (Photo: Miele)

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