

Press release
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Miele and FC Bayern Extend Partnership for Another Three Years

- ▶ Premium partnership extended through the 2028/29 season
- ▶ New focus on Outdoor Cooking and exclusive experiences such as “Beyond Taste”

Gütersloh/Munich, August 14, 2026 – A new season for the “Perfect Match”: Miele and FC Bayern Munich are extending their partnership through the 2028/29 season and are strategically expanding their collaboration after six successful years. The focus will be on emotional brand experiences, digital content formats, and new activations centered around Indoor and Outdoor Cooking.

“Top-level soccer and culinary arts are two topics that many people are deeply passionate about. Our partnership with FC Bayern brings both together in an authentic way,” explains Dr. Axel Kniehl, Managing Director of Marketing & Sales at the Miele Group. “We want to further build on this connection in the coming years.”

Rouven Kasper, Board Member for Marketing & Sales at FC Bayern München: “Together with Miele, FC Bayern has been creating unique experiences for six years now, moments in which fans can not only see and feel our club, but that are also, in the truest sense of the word, tailored to their tastes. We look forward to more innovative events at the Allianz Arena or FC Bayern World together with this partner, who consistently guarantees a truly delightful experience.”

Six Years of Successful Collaboration

The partnership began in 2020: What started as a hospitality collaboration has evolved into a multifaceted partnership featuring brand, product, and culinary experiences. At its heart is the Miele Lounge at the Allianz Arena, which has established itself as an exclusive venue for culinary experiences, business events, and gatherings with customers and partners. Campaigns featuring players like Serge Gnabry, the Miele x FC Bayern Duoflex Limited Edition as a co-branded product, and activations at the FC Bayern World on Munich’s Marienplatz have continuously expanded the partnership over the past few years.

Outdoor Cooking Expands the Partnership

With the new contract term, Miele and FC Bayern are tapping into another area: Outdoor Cooking. The new Miele product category opens up additional opportunities to emotionally connect the themes of cooking and soccer and to create special experiences. Plans include new event formats on match days as well as campaigns featuring players and FC Bayern legends.

“With new formats centered on both Indoor and Outdoor Cooking, we’ll create even more touchpoints to inspire people and bring our shared values to life in an authentic way,” said Dr. Axel Kniehl.

“Beyond Taste” Combines Top-Class Gastronomy and Top-Class Soccer

In addition to Outdoor Cooking, the new premium dinner format “Beyond Taste” is an example of the partnership’s ongoing development. It combines top-class gastronomy with extraordinary insights into the world of FC Bayern that are normally hidden to most soccer fans. Each episode takes guests on a tour of select areas of the Allianz Arena – from the player nutrition area, through the FC Bayern locker room, all the way to the sidelines. Hosts such as top chef Viktoria Fuchs, Miele brand ambassador and two-star chef Alexander Herrmann, and top sommelier Gerhard Retter guide guests through the evening and provide culinary highlights. The format will premiere in the winter of 2026.

[More information on “Beyond Taste”.](#)

Media contact

Jessica Wieneke

Phone: +49 5241 89-1015

Email: jessica.wieneke@miele.com

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 five photographs with this text



Photo 1: Dr. Axel Kniehl, Executive Director of Marketing & Sales at the Miele Group (left), and Rouven Kasper, Board Member for Marketing & Sales at FC Bayern Munich, formalize the extension of their partnership through the 2028–29 season. (Photo: Miele)



Photo 2: Cooking brings people together: Dr. Axel Kniehl (2nd from right), Rouven Kasper (2nd from left), top chef Julian Resch (left), and FC Bayern legend Roy Makaay (right) with the new Miele Outdoor Kitchen at the FC Bayern training facility. (Photo: Miele)



Photo 3: Dr. Axel Kniehl and Rouven Kasper cook together using the Miele Outdoor Kitchen. As part of the collaboration, the two partners will develop new formats and initiatives centered around Outdoor Cooking. (Photo: Miele)



Photo 4: With Outdoor Cooking, Miele is expanding its culinary expertise outdoors for the first time. The partnership with FC Bayern offers new opportunities for this – from events to digital storytelling. (Photo: Miele)



Photo 5: Grilling, cooking, preparing, or storing: The Miele Outdoor Kitchen combines various functions in one modular system. All modules can be flexibly combined and adapted to individual needs. (Photo: Miele)

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