

**Press Release
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World's unique gourmet concept for dining at home / New products for discerning connoisseurs of coffee / Even small quantities now washed energy-efficiently

Following on from dialog oven: Miele set to continue unrelenting innovation offensive at IFA 2018

Gütersloh/Berlin, July 12, 2018. – Haute cuisine winging its way to the guest? What this entails precisely was today explained by Frank Jüttner, Managing Director of Miele's German sales subsidiary, at the Innovation Media Briefing IFA preview in Berlin. At the same time, he provided a summary of the products to be presented by the Gütersloh family-owned company in early September in the shadow of Berlin's famous TV transmitter.

At the last IFA exhibition, Miele presented its new dialog oven. Now, a startup called MChef, supported by Miele, is set to deliver the matching haute cuisine to homes around the country. Exquisite plated dishes or entire three-course menus wait to be ordered. When they arrive on the customer's doorstep, the ingredients are already appealingly arranged on elegant porcelain plates – ready to be cooked to perfection in a dialog oven.

The target audience for the new gourmet service are owners of a dialog oven who wish to dine as if in their favourite restaurant in the comfort of their own home. Orders received online by 12.30 h will be delivered the next day, 365 days a year. Up to six dishes can be prepared in a dialog oven simultaneously. The programme with the correct settings is launched direct from the MChef app. The average cooking time is 20 minutes. The gourmet service, unique throughout the world, is due to start in September in North Rhine-Westphalia and to be extended to cover the whole of Germany from the beginning of next year, Frank Jüttner announced.

Greater choice and pleasure, improved energy efficiency and more convenience

Exquisite pleasure was also the subject when Frank Jüttner presented the new flagship model from the range of countertop coffee machines. Not only does the CM 7750 CoffeeSelect offer no fewer than four useful features which can only be had from Miele, it is now possible for the first time to select from three different bean types at the touch of a button. A new conical grinder made from stainless steel grinds exceedingly quietly and gently, without leaving any residue behind. Furthermore, the CM7 from Miele is the only

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countertop coffee machine which self-descales and uses sensors to automatically adjust the height of the spout to the size of the cup, glass or mug, Jüttner continued.

The third new product the Miele manager presented in greater detail at the IMB event is set to put an end to an age-old dilemma: Collect laundry over a long period versus pangs of conscience when washing just one or two smaller items. 'Both are now a thing of the past', Jüttner promised, 'as, thanks to the new SingleWash feature, even the smallest of loads right down to a single garment can now be washed economically, fast and hygienically'.

SingleWash gauges water and electricity consumption and even the cycle time to the precise needs of tiny loads. Just enough water enters the drum to saturate the textiles; the heating energy required is accordingly low. As a result, around 60% less energy and just half as much water is used, combined with clear time savings. In the 'Minimum Iron 40°C' programme, the cycle lasts only 39 minutes without any compromises whatsoever in terms of cleaning performance (A rating).

(531 words, 3,163 characters incl. spaces)

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Company profile: Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. This line-up is augmented by dishwashers, washer-extractors and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Business Unit Professional). The Miele company, founded in 1899, has eight production plants in Germany as well as one plant each in Austria, the Czech Republic, China and Romania. 2016/17 turnover amounted to approx. EUR 3.93 bn with sales outside Germany accounting for 70%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries. The Miele company, now in the fourth generation of family ownership, employs a workforce of around 20,200, 11,200 thereof in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

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