

Press Release
No. 9/2019

Dialog oven extends its range of skills through the addition of a gourmet service

- ▶ Revolutionary cooking appliance now in Generation 7000 design
- ▶ MChef delivers top-class culinary delights now throughout Germany

Gütersloh, February 5, 2019. – Since the launch of the Dialog oven in 2018, one thing has become clear: With this product, Miele has taken cooking to a new level. Now, this revolutionary cooking appliance comes in the design of Miele's Generation 7000 range of built-in appliances, and will hence be available in the PureLine and VitroLine designs and in stainless steel, graphite grey, obsidian black and brilliant white. One reason more to opt for the Dialog oven is the unique MChef gourmet service which is due to expand to deliver throughout Germany from the beginning of the year.

In a world first, the Dialog oven uses a technology in which electromagnetic waves respond to the texture of food and its degree of doneness in an intelligent manner. Meat, for example, is cooked more uniformly, retaining its juices, fish and vegetables keep their fine structure and dough rises significantly better. Various fresh ingredients of a complete menu come together on the oven tray and are all done to perfection at exactly the same time – and up to 70% faster than using conventional cooking methods.

Making the impossible happen

Although it looks no different to a regular oven, the Dialog oven conjures up previously unknown experiences in the world of cooking and pleasure. Just one example: Place a leg of lamb on a bed of peppers and green asparagus; fill the remaining space on the baking sheet with potato wedges, and slide the tray into the Dialog oven. After 45 minutes, the lamb is tender and evenly cooked, the vegetables are slightly al dente and the potatoes soft, without any intervention to add ingredients. It would be impossible to cook this dish in a conventional oven with such excellent results and in such a short space of time. Similarly, such dissimilar ingredients as salmon and puff pastry - a combination of flavours made in heaven - can be cooked simply, fast and in only one single operation.

The broad range of applications and the quality of results stem from Miele's MChef technology. This method subjects the food to electromagnetic waves which create heat to trigger the cooking process. The Dialog oven features a module which generates electromagnetic waves in a specific frequency range and transmits these into the oven via

Free for
editorial use

Please submit
copies to
Miele & Cie. KG
Public Relations

Postal address
P.O.B.
33325 Gütersloh
Germany

Phone
+49 5241 89-1953
Fax
+49 5241 89-1950

www.miele.de
presse@miele.de

two high-performance antennas. As the molecules in food are arranged in different ways and even rearrange during the course of cooking, continuous changes in frequency support the cooking process. The same antennas also provide the Dialog oven with feedback on the amount of energy which has been absorbed by food.

Excellent results thanks to MChef in combination with conventional operating modes

A further significant advantage of M Chef accrues from the fact that food is cooked 'volumetrically': a fillet of meat is for instance cooked uniformly pink from the surface right through to the core. In a conventional oven, this is much more difficult as heat always travels from the outside to the inside. When the centre of the meat is cooked to a T, the surface is often already overcooked.

Since electromagnetic waves cook without browning, crustless bread can be prepared, for example. For bread baked using traditional methods, or to give meat that roasted flavour for example, M Chef technology is combined with conventional heating modes. In this respect, the Dialog oven is ideally equipped as it offers all the features of well-endowed, high-end Miele cooking appliances, including a user-friendly M Touch display and pyrolytic self-cleaning.

Miele@mobile app transfers recipe parameters straight to the Dialog oven

The Dialog oven's connectivity promises inspiration and heightened cooking pleasure. The recipe feature which is part of the Miele@mobile app is the ideal platform for experimenting and trying out new ideas. The user can select from numerous automatic programmes which were specifically developed for the Dialog oven. Alongside food preparation videos and shopping lists, the app also allows the food-preparation parameters of automatic programmes to be transferred directly to the machine. This function puts users in direct contact with Miele's laboratory kitchens as recipes which meet with their approval are available as downloads for budding chefs virtually immediately. Right from the launch, the Dialog oven was the first Miele built-in appliance to support transferring settings directly from the app to the oven. Other Generation 7000 cooking appliances will also benefit from this function in the future.

MChef for unique gourmet service

High-class restaurant fare, delivered to your doorstep or your company and cooked to perfection in a Miele Dialog oven, is the brainwave of a Bielefeld-based startup called MChef (a deliberate reference to Miele's M Chef technology). Customers can order individual dishes or three-course menus for the discerning from MChef, which are then shipped on elegant

porcelain plates together with a matching wine to addresses throughout Germany. The target audience for the new gourmet service, which is peerless throughout the world, is owners of a Dialog oven who wish to dine as if in their favourite restaurant in the comfort of their own home. The business addresses not only private households but also the upper echelons of companies, consultancies and legal practices, as well as care homes and clinics. MChef delivers 365 days a year.

Up to six dishes can be prepared in a Dialog oven simultaneously. The average cooking time for the 20-plus dishes on offer is 20 minutes. All dishes have been specially created for the appliance. Three dialog oven properties above all benefit MChef: that different ingredients are cooked to perfection at the same time, the superior quality achieved and its unbeatable speed. Mistakes during preparation are virtually eliminated by virtue of the fact that all users need to do is to simply place the plates with the food into the Dialog oven which is then started from the MChef app with the correct settings. Food is delivered in a patented transport crate which guarantees freshness; used crockery is returned to the empty crate which is picked up and returned.

Miele has taken out a majority stake in the Bielefeld-based MChef company, which is managed by the founder Martin Eilerts. Dr Axel Kniehl, Marketing and Sales Executive with the Miele Group, on Miele's involvement: 'With this business model, MChef is entering a new dimension of service and pleasure. Our commitment also underlines the innovating power of the Miele brand, even outside our traditional business fields'.

(Further information: www.mchef.de)

Media contact:

Michael Prempert

Phone: +49 5241 89-1957

Email: michael.prempert@miele.com

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 (Professional Business Unit). 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. These are joined by the two plants belonging to Miele's Italian medical technology subsidiary Steelco. 2017/18 turnover amounted to approx. EUR 4.1 bn, with sales outside Germany accounting for 70%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 20,100, whereof 11,200 are employed in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

There are three photographs with this text



Photo 1: The Dialog oven revolutionises cooking with its new technology. In this line-up the Dialog oven takes centre stage. (Photo: Miele)



Photo 2: In the Generation 7000, the Dialog oven is available in PureLine and VitroLine design and in stainless steel (photo), graphite grey, brilliant white and obsidian black. (Photo: Miele)



Photo 3: Vegetarian main course from MChef: baked chanterelle risotto balls with parmesan sauce with grilled pumpkin marinated in herbs (Photo: MChef)

Text and photo download: www.miele-presse.de

Follow us on:

 www.twitter.com/Miele_Press

 www.facebook.com/Miele

 www.instagram.com/miele_com

 www.linkedin.com/company/miele