

Press release  
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## FC Bayern Munich and Miele start culinary partnership

- ▶ Miele to equip FC Bayern Munich with premium kitchen appliances
- ▶ Exclusive gourmet experiences and cooking events in the Allianz Arena and the new FC Bayern Flagship Project

**Gütersloh/Munich, October 29, 2020. – Peak sporting performance has always gone hand in hand with a healthy and nutritious diet. At FC Bayern Munich's central locations, Miele will in future be creating culinary delights for guests and visitors. An agreement on a partnership between the world's leading purveyor of premium domestic appliances and what is currently Europe's most successful football club has been concluded for an initial period of three years.**

A tradition spanning 120 years, a keen sense of quality and a hunger for success on a national and international level – FC Bayern Munich and Miele have much in common. Now both premium brands have entered a partnership which combines inspiring world-class sport with innovative technology and stylish pleasure at the highest of levels: In this and the two following seasons, Miele will equip FC Bayern Munich's Säbener St. headquarters, the new FC Bayern Flagship Project in the centre of Munich and a lounge at the Allianz Arena with cooking appliances – conjuring up first-class culinary delights.

The new Miele lounge in the Allianz Arena with its unparalleled furnishings and ambience is due to be completed in November. At selected home games, guests and partners of FC Bayern can enjoy the similarly unique gourmet service provided by Miele's MChef subsidiary in the Lounge, with exclusive menus cooked to perfection fast on location with Miele's dialog oven (more on the [dialog oven](#) and [MChef](#) here). On days without fixtures, the Miele Lounge provides the ideal setting for one of Germany's most innovative cookery schools – headed by star-spangled chef Kevin von Holt from Hamburg. There, von Holt has already been highly successful in running a gourmet cooking school and in organising high-class cooking and lifestyle events where he, above all, places great store by the natural flavour of fresh, regional ingredients.

Miele will also be represented in the fascinating new FC Bayern Flagship Project, due to open soon. The seven-storey building in downtown Munich houses two restaurants and a boutique hotel, alongside the flagship store. The hotel also boasts an event location with a

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spectacular view of the Church of Our Lady – and an exclusive show kitchen kitted out by Miele.

'We are thrilled at our partnership with one of the most impressive football clubs in the world', says Dr. Axel Kniehl, Executive Director Marketing and Sales with the Miele Group. 'Being 'forever better' and setting our sights on ever new inspiring goals instead of resting on our laurels is what characterises both of us. Through our collaboration, we wish, in particular, to sustainably offer the partners and fans of FC Bayern exquisite culinary highlights'.

Andreas Jung, FC Bayern board member responsible for Marketing, Sponsoring and Events: 'In this partnership between FC Bayern and Miele, top-class sport and innovative technology provide a successful give-and-go performance. Miele continues to break new ground in the development of its domestic appliances – in the same way, we at FC Bayern and our team always strive to delight our fans with fresh impulses. We are happy that Miele is now part of our team and that this cooperation between two global brands with a great tradition will enable us to move into the future'.

Jörg Wacker, FC Bayern chair responsible for Internationalisation, Strategy and Merchandising, adds: 'I am very proud that we were able to win over Miele as our partner. Miele and FC Bayern have much in common: Two world-class brands with a tradition reaching back more than 120 years, marked by success, creativity and innovation. This new partnership is evidence of the fact that it is possible to shape the future even in times of Covid'.

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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, washing machines and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Miele 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, Romania and Poland. These are joined by the two plants belonging to Miele's Italian medical technology subsidiary Steelco. Turnover in the 2018/19 business year was around € 4.16 bn, with a share of business outside Germany of approx. 71%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries/regions. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 20,500, whereof 11,050 are employed in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are four photographs with this text



**Photo 1:** Miele is equipping a lounge in the Allianz Arena which is unparalleled in terms of furnishings and ambience.  
(Photo: FC Bayern Munich)



**Photo 2:** Dr. Axel Kniehl, Executive Director Marketing and Sales with the Miele Group. (Photo: Miele)



**Photo 3:** Andreas Jung, responsible for Marketing, Sponsoring and Events on the board of FC Bayern Munich.  
(Photo: FC Bayern Munich)



**Photo 4:** Jörg Wacker, responsible for Internationalisation, Strategy and Merchandising on the board of FC Bayern Munich.  
(Photo: FC Bayern Munich)

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