



**For Immediate Release:**

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**Miele Announces Induction Cooking Promotion with Le Creuset**

**Princeton, NJ** – Miele, the largest family-owned luxury appliance manufacturer, is pleased to announce a new promotion for customers looking to start or enhance their induction cooking experience. With the purchase of any Miele Induction Cooktop or Induction Range during the month of May, customers will receive a complimentary Le Creuset Stainless Steel 5-piece Induction-Ready cookware set (a \$425.00 value).

“As induction technology becomes an increasingly preferred cooking method amongst our clients, it was important to increase our offerings,” said Dirk Sappok, Director of Product Development at Miele USA. “When cooking with induction technology, it is important to use the right cookware. Le Creuset’s induction-ready cookware ensures the consumer gets the most out of the experience.”

“When it comes to induction cooking, the cooktop and cookware need to be working in harmony with one another,” said Will Copenhaver, Director of Marketing Communications at Le Creuset. “We are excited to be a part of Miele’s promotion to provide users a richer induction experience from the start.”

Miele’s induction cooktops are available in 24”, 30”, 36” and 42” models and are ideal for a variety of kitchen designs and configurations. With a range of innovative features including, PowerFlex, which provides a unique larger zone for casserole dishes and larger pots, TwinBooster, a function that offers rapid heat-up times by drawing power from a neighboring zone, and precise temperature regulation, Miele’s induction cooktops offer a safe, reliable and efficient way to prepare meals.

To qualify for Miele’s promotion in partnership with Le Creuset, the Miele induction product must be purchased through Miele or an authorized Miele dealer May 1-31, 2017 and consumers must register online at [mielerebates.com](http://mielerebates.com). The cookware set includes a 10” fry pan, 3 qt. saucepan and a 7 qt. stockpot, with accompanying lids.

## **About Miele**

Founded in Germany in 1899 with a single promise of Immer Besser, a phrase meaning Forever Better, Miele has dynamically grown to become the world's largest family-owned and operated appliance company with more than 16,600 employees, 12 production facilities and representation in nearly 100 countries. As a premium appliance brand represented on all continents, Miele is steadfastly committed to the highest quality, performance and environmental standards. Miele's range of exceptional consumer appliances includes: vacuum cleaners; laundry systems; rotary irons; dishwashers; ranges; built-in convection, speed, steam and combi-steam ovens; cooktops; ventilation hoods; refrigeration; wine storage and espresso/coffee systems.

To learn more, visit [www.mieleusa.com](http://www.mieleusa.com) or [www.youtube.com/mieleus](http://www.youtube.com/mieleus), and follow us on [www.facebook.com/mieleus](http://www.facebook.com/mieleus) and Instagram @MieleUSA.

## **About Le Creuset**

For nearly a century, Le Creuset premium cast iron cookware has been trusted in kitchens around the world for its superior performance, lasting quality and iconic design. With a traditional sense of craftsmanship and hands-on attention to detail, the artisans at our Fresnoy le Grand foundry have kept chefs and culinary enthusiasts in mind, and their work reflects the real demands of a working kitchen. Our product lines are crafted to achieve optimal weight and heat retention properties. Le Creuset cookware is versatile, ergonomic, extremely resistant to wear and tear, and guarantees excellent cooking results.

Le Creuset's Stainless Steel cookware is elegantly crafted by European artisans for superior performance and lifetime luster. A full aluminum core delivers even heat distribution, while a titanium-infused stainless steel exterior effectively prevents scorching and discoloration over time. The Stainless Steel set is optimized for all cooktops, including induction. Benefits include Stay-Cool Handles, Interior Capacity Markings, Steam Vent, Dripless Pouring Rim, and Dishwasher Safe.

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