

Miele set to become exclusive kitchen appliance partner of 'The World's 50 Best Restaurants'

Gütersloh/London, January 31, 2018 – Miele is to intensify its cooperation with 'The World's 50 Best Restaurants': The world's leading purveyor of premium domestic appliances is now, with immediate effect, exclusive kitchen appliance partner of the international awards organization and will, among others, present the 'Miele One To Watch' award to rising-star restaurants in the premium dining scene. The partnership was agreed initially for a period of three years.

'The World's 50 Best Restaurants' is owned and organized by the William Reed Business Media group. The ranking is based on the votes of more than 1,000 international experts and highlights current top destinations for their unique culinary experiences. The list and awards also provide an indicator of global trends in haute cuisine. Alongside the worldwide awards which attract the culinary avant-garde each year, two further events – 'Asia's 50 Best Restaurants' and 'Latin America's 50 Best Restaurants' – have been recognizing the distinctive culinary specialties of these two regions since 2013.

'50 Best and Miele are united in their passion for cooking at the highest level, for stylish pleasure and their pursuit of perfection', says Axel Kniehl, Executive Director Marketing and Sales with the Miele Group. With this partnership, the brand is reinforcing its position as The Kitchen Experience Brand in the premium segment. Tim Brooke-Webb, Managing Director of The World's 50 Best Restaurants, says: '50 Best is delighted to be working so closely with Miele, a partner with whom we share longstanding values of quality, innovation and excellence in the culinary world.' The first joint event was staged last year as part of the 15th anniversary of 'The World's 50 Best Restaurants'. In recent days, an extension of the partnership by a further three years was agreed.

Culinary trendsetters: 'Miele One To Watch' award and '#50BestTalks'

Miele is now partner of the three awards programs which take place annually, and also presents the 'Miele One To Watch' award ahead of the events. This award recognizes aspiring talent and identifies restaurants with the potential of being promoted to the list of best restaurants in the near future.

The next 'Miele One To Watch' award is due to be announced in mid-March 2018 ahead of the 'Asia's 50 Best Restaurants' event to be convened in Macao, China, on 27 March 2018. Furthermore, the '#50BestTalks' will also be 'Presented by Miele' – a series of culinary live conferences and demonstrations by the world's leading chefs de cuisine, sharing their visionary thoughts on the future of gastronomy.

#BestAndBeyond – A new narrative on Culinary Art

Under the auspices of the partnership, new episodes will be added to the #BestAndBeyond series, first launched in 2017. In the past, chefs such as Ferran Adrià, René Redzepi, Joan Roca, Massimo Bottura and Daniel Humm – whose restaurants have already been voted No. 1 – have related what motivates and inspires them and recounted their visions for the future. Their personal stories have found a befitting home in the Miele online magazine 'Culinary Art' (<http://50best.miele.com/>). These are joined by interviews, articles and video coverage on fine dining and ambitious cooking in a domestic setting. Axel Kniehl: 'Our aim is to inspire demanding lovers of fine fare from around the world. I am very much looking forward to their feedback'.

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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 19,500, 10,900 thereof in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.