



MIELE TO INTRODUCE OVER 10 HOME APPLIANCES IN AN EXPANDED KITCHEN & BATH INDUSTRY SHOW FOOTPRINT

Visit Booth C7107 to Experience Miele's Home Appliances and Floor Care Products

*Booth will Host Barista Tutorials and Cooking Demonstrations
by Certified Master Chef Rich Rosendale*

Princeton, NJ – Miele, the largest family-owned luxury appliance manufacturer, returns to the 2019 Kitchen and Bath Industry Show (KBIS) in Las Vegas taking place from February 19-21. Miele increased its trade show footprint to 7,000 square feet in order to unveil a full suite of products as well as a live demonstration area. At the show, Miele will announce new products in every home appliance category including coffee, cooking, cooling, ovens, ranges, ventilation, and laundry.

"Miele is back at KBIS in a bigger way," said Jan Heck, President and CEO of Miele, Inc. "We are excited about the list of appliances we are announcing at the show but the best way to experience the innovation and craftsmanship of the Miele brand is to witness and taste the result of using our products."

Miele's Kitchen Experience comes to life in the live demonstration and tasting area. Spanning the length of one side of the booth, Miele incorporated two live areas to highlight several new products and accessories. Timed at 30 minute increments, kicking off each day with a barista lesson, visitors will learn about the full coffee offering including the introduction of the new CM5 and CM7 systems and four varieties of the brand's Black Edition N°1 coffee beans. Following each barista session, [Certified Master Chef Rich Rosendale](#) will conduct a variety of cooking demonstrations highlighting the brand's Vacuum Sealing Drawer, Combi-Steam oven, Convection oven and the brand new Wireless Precision Probe. (Limited numbers of tasting samples will be available after each demonstration.)

Miele's largest appliance category launch is within the MasterCool line. The cooling category will welcome over 35 SKUs, which account for refrigerator and freezer columns, bottom mounts, French door, and wine storage. The line-up incorporates many new features but some highlights include DoorAssist, which aids in opening the door and provides a handleless design option, MasterSenor, which is a high-quality color touch display that aligns with the technology in the brand's other built-in appliances, and BrilliantLight, which incorporates new LED lights that illuminate the entire inside of the unit.

Providing customers and designers with an increased flexibility and options to include Miele in each kitchen, Miele is announcing updates and product introductions that aid in the overall kitchen design and user experience. Modifications and additions to the range and rangetop lineup include adjusting the BTU output in order to eliminate the 'Zero Gap Kit.' The range lineup expanded its Dual Fuel option to all sizes (30", 36" and 48"). The brand enhanced the ventilation line including adding greater convenience and operation of the hood with Con@ctivity 2.0, WiFiConn@ct and increased energy efficiency. Additionally, new to the lineup is the Ceiling Extractor, which can sit flush along the ceiling, in order to open up sightlines. Lastly, on the kitchen side, the new 30" handleless warming drawer allows for a wonderful side-by-side combination with perfect alignment when pair under the 30" Speed oven and next to the 30" convection oven.

Following last year's launch of the all new W1 Washer and T1 Dryer, Miele is introducing the Classic W1 Washer and Classic T1 Dryer. The Classic W1 and T1 duo is the perfect solution for the consumer who wants great results without an abundance of programs. These units offer the same high-quality wash and drying performance that Miele customers have come to expect. With the same compact

footprint and heat-pump technology in the dryer, the Classic W1/T1 is the convenient solution for exceptional fabric care.

“KBIS is an important show for the trade community and for Miele as this is our opportunity to reconnect and meet new industry contacts and influencers,” continued Jan Heck. “With the show occurring in the beginning of the year, this is our opportunity to remind and show KBIS attendees that our products are engineered and designed with quality for a long service life.”

Come visit booth C7107 to experience Miele or click <https://new.mieleusa.com/kbis2019/> to explore our activity at KBIS.

Also visit MieleUSA.com for more information.

About Miele

Founded in Germany in 1899 with a single promise of Immer Besser, a phrase meaning Forever Better, Miele is the world's leading manufacturer of premium domestic appliances with more than 20,100 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 or www.youtube.com/mieleus, and follow us on www.facebook.com/mieleus and Instagram @MieleUSA.

Contact:

Monique Robinson

800.843.7231 x 2513

mielepr@mieleusa.com

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