

MIELE PARTNERS WITH *GOOD HOUSEKEEPING* FOR “GOOD BITES” VIDEO SERIES

Videos Share Conversations and a Behind-the-Scenes Look at the Magazine with Editors and Industry Experts



Princeton, NJ – Miele, the largest family-owned luxury appliance manufacturer, has partnered with *Good Housekeeping* to produce its first-ever sponsored video series, titled, “Good Bites: A Forkful of Tasty Conversation.” Available to stream now on MieleUSA.com, these videos feature light, upbeat conversations with *Good Housekeeping* editors, including Editor-in-Chief, Jane Francisco, surrounded by their special guests.

The four-episode series, which takes place at *Good Housekeeping*’s Kitchen of the Future, powered by Miele, includes conversations on nutrition, parenthood, technology and a behind-the-scenes look into the life of an editor at the magazine. Each lively table-side discussion is led by an editor who has invited an intimate group of individuals in their respective industries to have a seat at the table.

From deviled eggs, pretzel bites and shrimp rolls to green beans, salmon and espresso cheesecake, each of their dishes is prepared using the Miele Combi-Steam Oven, thanks to *Good Housekeeping* Food Director, Kate Merker. Merker explains the benefits of using the oven: cooking efficiency and optimal results.

“Like Miele, *Good Housekeeping* helps to put dinner on the table for its consumers,” said Christian Schwarz, Vice President of Marketing at Miele. “These editors are experts in their fields because they spend so much time testing and evaluating every last detail. We’re proud to partner with such an elite team and share what’s discussed around their tables.”

The Combi-Steam Oven, by Miele, is a fully-fledged steam oven that is also equipped with the wide variety of functions found in a traditional oven. This combination creates even cooking and a perfect end result. The brand’s collection of Combi-Steam Ovens is available at Miele retailers nationwide. Pricing ranges from \$4,299 to \$5,699. 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:

Nicole Inglin
Miele USA

nicole.inglin@miele.com
(609) 419-9898 EXT. 2513

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