



MIELE SHOWCASES AFFORDABLE LUXURY APPLIANCES AT THE KITCHEN AND BATH INDUSTRY SHOW

Displays Elegance and Value of \$10,000 Premium Kitchen Suites at Booth C6716

Princeton, NJ – Miele, the largest family-owned luxury appliance manufacturer, is using the Kitchen and Bath Industry Show 2020 to highlight numerous premium kitchen packages at attractive prices. Providing greater convenience, more elegance and better value for money, Miele has developed a collection of appliances to outfit a kitchen starting at \$10,000, retail value.

“Often brands, in the premium category, are overlooked because customers believe it is beyond their kitchen budget,” said Jan Heck, President and CEO of Miele, Inc. “Over the last few years, Miele has introduced new units into the US market to ensure customers have more opportunity to outfit their kitchen with Miele.”

The concept behind Miele offering affordable kitchen packages is to widen the misperception that a premium brand is unattainable. Given Miele’s 120-year experience in manufacturing industry-leading quality and innovative appliances, more customers should have the option to own and use products that have been designed and built to last equivalent to 20 years or more and, ultimately, help make the user’s life forever better.

A complete Miele kitchen is now attainable at unprecedented prices. For example, for a retail value of \$10,000, a complete premium Miele kitchen includes a 24” freestanding bottom mount refrigerator, a front control stainless steel dishwasher, a 24” side control microwave, a 30” gas cooktop, a 30” built-under ventilation hood, and a 30” convection oven.

This is just a sample of how a kitchen can be outfitted with essential kitchen components. And because it’s a Miele appliance, the quality of the product is never compromised. Miele believes in a fleet design and singular logic approach. Meaning the engineering and user benefit is at the base of every product in the category, and by adding more features we are able to reach user preferences for ultimate performance, design and functionality.

Visit booth C6716 to speak with sale associate to understand how an appropriate Miele kitchen.

For more company and product information visit MieleUSA.com.

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.

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