

MIELE SHOWCASES WIDE ARRAY OF COOKING APPLIANCES AND INNOVATIVE TECHNOLOGIES FOR THE AT-HOME CHEF

Visit Miele at Booth C6716 to Experience How Miele's Cooking Technology Will Take Your Culinary Abilities to the Next Level

Princeton, NJ – Miele, the largest family-owned luxury appliance manufacturer, returns to the Kitchen and Bath Industry Show (KBIS) with three days of interactive appliance demonstrations to provide guests with a firsthand experience of how Miele products and cooking technologies can enhance the way we live and how at-home chefs can get the most out of the appliances they use every day.

The kitchen should never be an intimidating place to be. However, consumers feel they lack the confidence to create, with success, anything from a pizza to a three-course meal.

Since 1899, Miele has been creating appliances to make users' lives 'Immer Besser' (Forever Better). Throughout the years, Miele's appliances have stayed true to this motto by ensuring every product is intuitive to use, especially as the company has incorporated new features and functions, and technology.

In Miele's live kitchen, at Booth C6716, guests will explore an array of capabilities offered by the brand's cooking and refrigeration appliances including the Convection Oven, the Combi-Steam Oven, the Vacuum Sealing Drawer, and MasterCool Refrigerators and Freezers. Leading the culinary demonstrations is Amanda Haas, chef, recipe creator and cookbook author. The recipes created throughout the show will rotate in order to highlight the assortment of live appliances.



Convection Oven with MasterChef

At the heart of Miele's Convection oven is the ability to use the appliance with the standard modes (bake, broil, roast, to name a few) but also explore other culinary operations using the brand's innovative, automatic cooking programs, called MasterChef and MasterChef Plus. With MasterChef, users can choose from over 100 easy-to-use programs that walk them through the process so your bread, cakes, meat or anything else on the menu is cooked to perfection. With MasterChef there is no need to program the mode, temperature, or duration.

Miele Convection ovens also feature a Wireless Precision Probe. The probe features four reading points and as long as one point is touching the item, the oven will register the food's temperature – not the oven. This takes the guesswork out of using a probe appropriately and works on the thinnest cut of meat. With the Wireless Precision Probe an at-home chef will have the confidence that food is cooked to the right temperature.

Combi-Steam Oven for Healthier Cooking Options

Miele's Combi-Steam Oven provides all the same cooking attributes as the Convection Oven but adds an extra element of preparing food using steam. Advantages of cooking with steam include healthier cooking options, multiple foods can be prepared at the same time without any transfer of odors, and the ability to cook sous vide using the oven's cooking function. The combination function of this oven allows the user to program up to six cooking steps to capture moisture cooking with steam, baking to reach the core of the food, and roasting or broiling to add a nice crispy coating to the exterior.

Preparing Food for Sous Vide with Vacuum-Sealing Drawer

Pairing Miele's Vacuum-Sealing Drawer with the Combi-Stem oven enables users to prepare food for cooking sous vide. By setting the sealing level and duration, the user can vacuum seal anything like delicate items,

such as fish or vegetables, or perform a strong hold on meat to lock in marinades or seasoning. Along with marinating and sealing, the Vacuum Sealing-Drawer can also be used for resealing bags, dividing and portioning, food storage, canning, and creating vacuum-packed snacks for the family.

Food Storage and Freshness with MasterCool Refrigeration

Optimal food storage and freshness is all capable in part to Miele's next generation MasterCool refrigeration line up. MasterCool refrigerators and freezers include individual columns, bottom mounts, and French door options with new user interface and smartphone connectivity. The unit's food freshness guarantee is accomplished by the one-two combination of dual air condensers, which keep each compartment cool separately, and a patented AirClean technology, which ensures odors are not recirculating inside the unit. Allowing for a handle-less option, each unit is equipped with a technology called Door Assist, which aids in opening and closing the door.

"With the wide assortment of technologies in our array of appliances, we hope that each consumer will find a unit and function that best suites them," said Dirk Sappok, Director of Product Development of Miele, Inc. "Whether users are a novice at-home chef or consider themselves a culinary expert, our goal is for everyone to explore the joys of cooking with Miele."

Visit booth C6716 to experience everything Miele or click [Miele KBIS 2020](#) to explore our show activity.

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.

Contact:

Kevin Pchola

800.843.7231 x 2548

mielepr@mieleusa.com

###