

PRESS RELEASE

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The Perfect Tool To Stage The Perfect Holiday Meal: The MasterChef Warming Drawer By Miele

Toronto, ON ... June 2003 – Miele, the 104 year old, family-owned appliance company with a worldwide reputation for major technological innovation, now makes it easy to “stage” the biggest performance of the culinary year: the holiday meal. Introducing the revolutionary 30” MasterChef Warming Drawer.

Think of the MasterChef Warming Drawer as the “Green Room” where all the actors in the perfect culinary performance will await their entrance upon the stage of the holiday table. Warming in just 10 minutes (other drawers take as long as 40 minutes), the Warming Drawer uses radiant heat and humidity control to keep dishes deliciously warm and moist for hours. So you can create all the trappings of the most elaborate holiday meal ahead of time, bringing out course after course, act after act, at perfect temperature.

The Warming Drawer plays a supporting role in the Miele MasterChef Collection. The 30” MasterChef oven is perhaps the star of the show. With a beautifully adaptable design that blends seamlessly with all kitchen looks, from traditional to contemporary, MasterChef ovens are available in single or double oven formats with a choice of stainless, black or white finish and several handle options.

But the MasterChef oven’s true beauty lies in its simplicity. This is quite possibly the most effortless appliance most consumers will ever experience. With an intuitive touch screen control interface modeled on the ubiquitous ATM, a delicious holiday turkey is literally four touches of the control screen away for everyone from the babysitter to a professional chef.

House lights down, let the curtain rise on a delicious spectacle that will have the critics crying “Encore!”