



FOR IMMEDIATE RELEASE

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## **Riedel and Miele announce first-ever strategic global partnership at Ambiente Show**

Co-branded promotions, Marketing, events and consumer-focused Microsite to launch in 2011

**Frankfurt, Germany, February 11, 2011** – Riedel Crystal, the 250 year old European brand credited with revolutionizing glassware for the enjoyment of wine, officially announces today a strategic global partnership whereby “Riedel exclusively recommends Miele dishwashers”. Following scrupulous laboratory testing and research, Riedel will now endorse Miele as the optimal dishwashers to ensure long-lasting brilliance of the brand’s Austrian and German-made crystal stemware. Miele, the 112-year-old German manufacturer of premium domestic appliances and commercial equipment will likewise support Riedel as its preferred glassware brand through all brand communications and promotions.

Maximilian J. Riedel, 11th-generation head of Riedel USA, explains that “Riedel’s luxury glassware requires regular, safe and effective cleaning to ensure maximized long-term quality and appearance.” Independent laboratory testing has shown that Riedel glasses have an estimated lifespan of 1,500 washing cycles when washed properly in a Miele dishwasher. This is the statistical equivalent of the average number of washes during a 20 year timeframe. Gentle and thorough cleaning has always been high on Miele’s agenda and so Miele dishwashers are featured with the patented Perfect GlassCare function. With this the machine ensures automatically that water hardness is ideal for the task of gently cleaning glasses. Furthermore the patented Miele 3D cutlery tray and the new basket design of generation G 5000 ensure the safe and secure positioning of stemware in the upper and lower basket. “Miele’s expert dishwashers offer superior results and have been proven to exceed standards required when caring for fine Riedel crystal,” he adds.

A complete guide to Riedel glassware care, giving detailed explanations on loading Riedel glasses properly, selecting the best wash cycle, and choosing cleaning accessories will be offered on a consumer-focused microsite, accessible via both <http://www.riedelglasscare.com> and <http://www.mieleglasscare.com>, scheduled to launch in the summer. Mr. Riedel explains that “when loading a Miele dishwasher with Riedel stemware, the glasses should not touch, to prevent vibration and banging during the cycle.” The microsite will combine the wisdom of generations of Riedel expertise and the innovation of Miele’s advanced technology.

Both brands acknowledge a natural synergy in key markets, and opportunities to reinforce the leadership of each brand in its respective field through a co-branded international marketing, public relations, social media and sales partnership. Dr. Markus Miele, Managing Director and Co-Proprietor at Miele & Cie. KG and great-grandson of Co-founder Carl Miele, echoes Riedel’s confidence in the partnership, noting that “Miele has been dedicated to over 112 years of creating the world’s finest appliances. Our dishwashers have established themselves as the industry benchmark, so we are happy to partner with a company that strives for that same excellence in its glassware. It is a privilege to know that Miele dishwashers facilitate the long lasting brilliance of Riedel glassware.”

Following the announcement at Ambiente in February, the alliance will be implemented through both brands’ corporate headquarters, national and regional websites, showrooms, consumer tastings and promotions. Both Miele and Riedel are committed to supporting the partnership through a variety of marketing activities throughout 2011.

For more information, please visit [www.miele.ca](http://www.miele.ca)

## About Miele

As the world's largest family-owned and operated appliance company, Miele is immovably committed to the highest quality, performance and environmental standards. Founded in 1899 on a promise of "Immer Besser", a German phrase meaning "Forever Better", Miele has continued to distinguish itself with its sleek design, superior engineering and unparalleled service. With a wide range of domestic products from built-in ovens, steam ovens, coffee systems, cooktops (gas, electric and induction), ventilation systems, dishwashers, laundry products, vacuum cleaners and the latest innovation, Miele MasterCool refrigeration, Miele can ensure all of your needs are met. In addition, Miele offers solutions for commercial and industrial needs through the Miele Professional division.

In September 2008, Miele Ltd. (Canada) introduced Miele Forever Care, the most comprehensive customer service business model which enables Canadian consumers to interact directly with Miele at all times, from point-of-purchase, to delivery and installation of the appliances, to technical service. Consumers wishing to learn more about Miele and Miele Forever Care can contact the Miele contact centre at 1-800-565-6435, visit one of the Miele Galleries in Toronto, Vancouver, Montreal and Calgary or visit [www.miele.ca](http://www.miele.ca).

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