

# PRESS RELEASE

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## Hot food tasted better

### Miele Warming Drawers

**VAUGHAN, ON** ... April 2008 – Food warmers provide greater pleasure and increase planning variety in kitchens

A hot meal every day is a necessity. Unfortunately circumstances do not always allow: The husband is held up at the office, the son dawdles after school and comes home late. The bottom line: The meals are cold and look unappetising. Now the new built-in food warmer from Miele keeps this from happening in the first place.

Meals can be kept warm in the food warmer for a longer period of time without losing their quality. This is the result of a hot air system developed by Miele which allows the temperature to be regulated between 30° and 85°C. The temperature can be set on the inside of the drawer with sensor buttons. The time can be set just as easily as the temperature – it is possible to set a time up to four hours. Naturally the food warmer can also be used to warm cups or plates. In this case it contributes to a pleasant meal by ensuring that the aroma is released on preheated crockery. The food warmer takes great care with finished meals and pre-cooked dishes because it has a soft-closing, automatically retracting tray as well as a damper in the door.

Miele food warmers are available in two sizes. Both units are 70 cm and 76 cm wide and designed for building into tall units. Arranged vertically with other built-in Miele appliances such as a steam cooker, compact oven or standard oven, each combination of appliances fills up a classic niche in the kitchen.

For families that don't require a food warmer, Miele offers a 12.8 cm high built-in cup and plate warmer, which differs from the food warmer only after closer inspection. Here the temperature can be set with a rotating knob.

**About Miele**

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There are only a few brands in the world that have sustained their vision, traditions and quality for more than a century. Fewer still that can claim consistent family ownership and international brand name integrity. And only one that is recognized for creating the world's most innovative appliances. Founded in 1899 with a single promise of Immer Besser, a German phrase meaning Forever Better, Miele has dynamically grown to become the world's largest family-owned and operated appliance company with over 15,000 employees in 39 countries.

As a premium appliance brand represented on all five continents, Miele is steadfastly committed to the highest quality, performance and environmental standards. The company's innovative heritage, state-of-the-art design and engineering aesthetic have inspired comparison to other German brands synonymous with innovation: Mercedes-Benz and BMW.

Miele's range of exceptional consumer appliances includes: vacuum cleaners; laundry systems; rotary irons; dishwashers; built-in convection, speed and steam ovens; cooktops; ventilation hoods; and coffee systems. The domestic appliance product assortment will expand in the third quarter of 2008 to include refrigeration and wine storage units specifically designed to exceed the performance, design and durability expectations of the North American consumer.

In addition, Miele Professional offers commercial cleaning equipment such as laboratory, medical and dental, commercial dishwashing and laundry systems.

For more information, consumers and design professionals can call 800.643-5381, log on at [miele.ca](http://miele.ca) or visit one of Miele's modern product showrooms in Montreal, Toronto or Vancouver.

## **Miele and the Environment**

Miele has a long history of environmental leadership. Every detail is considered from the production process and shipping to household use and to the appliance's ultimate disposal. Miele's production facilities operate to strict DIN EN ISO 14001 environmental performance standards and Miele recently signed the CECED code of conduct to support human rights and environmental protection globally.

In operation, Miele constantly strives to make every product respect our natural resources. As an example, since 1990 Miele has reduced water consumption by 42.4% and electricity by 29.2% in domestic machines. The same environmental ingenuity has been applied to domestic dishwashers where in the last 15 years water consumption has been reduced by 50.3% and energy use cut by 33.8%. Additionally, from 1990-2002 advancements in Miele oven technology led to a 29% reduction in energy. Miele's active leadership role in global organizations like the International Electrotechnical Commission (IEC), Energy Star®, the Association of Home Appliance Manufacturers (AHAM) and others demonstrate the company's serious position regarding the protection of our global environment.

An unprecedented quality pledge guides Miele to produce appliances that are designed to last for 20 years of continuous use – far longer than the average. And their high metal content and clearly marked plastic components are ready for recycling once the product's useful life is complete – reducing landfill waste and conserving raw materials for future generations

[www.miele.ca](http://www.miele.ca)