

FOR IMMEDIATE RELEASE

Miele Canada Introduces the Next Generation of MasterCool Refrigeration

Toronto, ON – October 1, 2025 – Miele, the world's leading manufacturer of premium domestic appliances, is pleased to announce the Canadian launch of the newest generation of its acclaimed MasterCool refrigeration line. The redesigned series combines exceptional cooling performance with refined aesthetics and innovative features that deliver more convenience, flexibility, and sustainability to today's luxury kitchens.

"With the redesign of MasterCool, Miele now offers a fully integrated premium kitchen suite for Canadian homeowners," said Ekaterina Dobrokhotova, Vice President of Marketing. "The expanded sizes, flexible installation options, and advanced technology set a new standard for luxury refrigeration."

Modern Design with Maximum Flexibility

The new MasterCool line introduces a completely re-engineered interior in ColdSteel stainless steel accented with dark design elements, creating a harmonious and elegant appearance. Available in 30", 36" and 42" widths in both bottom-mount and French-door configurations, the series is designed to fit standard "True Niche" dimensions, making replacements of older or competitive models easier without costly cabinet modifications.

All models can be installed flush with kitchen cabinetry or with Miele's stainless-steel panels, and optional proud installation is also available.

Premium Illumination and Intuitive Controls

The 3800 series models feature BrilliantLight Pro, which utilizes flush-mounted LED elements along the side panels, top frame, and back wall to provide an evenly illuminated, light-flooded interior. Miele's new M Touch Pro full-touch display offers intuitive operation with clear text and icons, integrated maintenance tips, and remote updates via WiFiConn@ct and the Miele@home app.

Innovation for Freshness and Sustainability

MasterFresh Pro drawers keep food fresh up to five times longer by automatically adjusting humidity levels based on food selection, helping reduce waste and extend storage life. Select models also feature the DailyFresh ExtraCool drawer, which is ideal for storing meat, fish, and dairy products at lower temperatures.

The Longlife AirClean Filter with optional SuperCool&AirClean function neutralizes odours and can be regenerated for a long lifespan, reducing both waste and ongoing costs. All new models meet Energy Star® requirements for improved efficiency, supporting both performance and environmental responsibility.

Convenience Without Compromise

Select MasterCool models integrate up to four FoodView¹ cameras under the door shelves and ceiling, allowing users to see inside their fridge, even into drawers, via the Miele@home app.

¹ FoodView will be available via the Miele App starting Spring 2026.

Other highlights include:

- **Freeze&Cool:** Flexible upper freezer drawer with a temperature range from +4 °C to – 18 °C and five pre-sets for beverages, meat/fish, soft freeze, or a custom favourite.
- **Dual IceMaker** (42" models): Two types of ice cubes are produced simultaneously: smaller cubes for rapid cooling, and larger cubes that melt more slowly.
- **Internal Water Dispenser:** Fresh, filtered water from a discreet dispenser integrated into the side panel.
- **SlidingShelf** (36" and 42"): A pull-out compartment under a glass shelf for easy access to small items.
- **Gallon Bins:** Secure upright storage for large bottles and containers in the door.
- **Spillproof Shelves:** Framed glass shelves contain leaks for effortless cleaning.

Additional operation modes, including Eco, Vacation and Sabbath, allow owners to adapt performance to their lifestyles.

New Wine Undercounter Unit

Miele is also introducing its new wine undercounter unit, KWTUS 7172 F, a panel-ready model designed to integrate seamlessly into any kitchen space. Thanks to its new height, no filler panel is required, ensuring a clean, custom look. Inside, Miele's FlexiFrame system offers flexible storage options for all bottle types, including Champagne and Magnum, while wooden pull-out shelves with integrated self-closing and soft-closing mechanisms ensure smooth handling. A newly designed lower pull-out shelf provides an improved overview and ergonomic access, even for long bottles stored transversely.

Availability in Canada

The new MasterCool line and the wine undercounter unit are available for purchase effective October 1, 2025, through Miele Chartered Agents, Miele Experience Centres, and online at miele.ca.

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Miele Company Profile

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. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 22,300, of which approx. 11,200 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia. 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/combi-steam ovens, cooktops, ventilation hoods, refrigeration, wine storage and coffee systems.

Miele Canada was established in 1989 with headquarters located in Vaughan Ontario. To learn more, visit www.miele.ca or follow us on [Facebook](#), [X](#), [Instagram](#) and [YouTube](#).



Photo 1: ColdSteel Interior – Harmonized Design:

A fully stainless-steel interior, paired with dark design accents for a sleek, modern aesthetic. From the appliance frame to the glass shelf edges and drawer trims, every detail reflects elegance and durability.



Photo 2: BrilliantLight Pro – Perfect Illumination

Flush-mounted LED strips in the side panels, top frame, and backwall gently light up as soon as you open the door, flooding the interior with clean, even light. A clear view, even when fully stocked. High-quality and easy to clean.



Photo 3: M Touch Pro – Intuitive Control

A large, high-resolution full-touch display with clear text and coloured icons makes operation effortless. Positioned at a convenient height for easy access, it also provides helpful tips for maintenance tasks, such as cleaning or filter changes. Supports remote updates and future digital features.



Photo 4: FoodView – Everything in Sight

Integrated cameras capture images of the fridge interior, including drawers and door shelves, every time you close the door. View your food from anywhere via the Miele app, making shopping easier and helping reduce waste.²



Photo 5: Internal Water Dispenser – Fresh Water, On Demand

Integrated into the left side panel, the dispenser provides cold, filtered mains water at any time. Customize quantities for individual glasses or bottles, and enjoy effortless convenience built right in.



Photo 6: Wine Undercounter Unit – Seamless Integration

The new KWTUS 7172 F fits effortlessly into any kitchen with its panel-ready design and optimized height; no filler panel is required. Inside, FlexiFrame shelving accommodates every bottle type, while soft-closing wooden shelves and a redesigned lower pull-out provide smooth handling and easy access, even for long bottles stored sideways.

² FoodView will be available via the Miele App starting Spring 2026.