



## Press Release

February 2011

**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 <http://www.reciprocal.co.za> or <http://www.miele.co.za>

**Miele Company profile:** Miele is world leader in the production of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floorcare products. This line-up is augmented by dishwashers, washer-extractors and tumble dryers for commercial use as well as washer-disinfectors and sterilizers for use in medical and laboratory applications (Miele Professional). The company, founded in 1899, has 8 production plants in Germany and one plant each in Austria, the Czech Republic, China and Romania. 2009/10 turnover amounted to approx. EUR 2.83 bn with sales outside Germany accounting for 70%. Miele has its own wholly owned sales subsidiaries or operates through distributors in almost 100 countries. The Miele Company, now in the fourth generation of family ownership, employs a workforce of over 16,000 with two-thirds in Germany. The company has its headquarters in Gütersloh, Westphalia.

**Riedel Company Profile:** Riedel, 250 year-old global leader in varietal-specific crystal glassware, is the first in history to recognize that the taste of wine is affected by the shape of the glass from which it is consumed. Riedel has been recognized as the unrivaled “wine friendly” glassware brand to complement specific wines and spirits. Famous for its ground-breaking introduction of the world’s first “wine friendly” glass, the Burgundy Grand Cru in 1958 and mouth-blown Sommeliers collection unveiled in 1973, Riedel has become the brand of choice for wine connoisseurs, hospitality professionals, and educated consumers worldwide. Recognized for transforming the wine culture over the past 50 years, Riedel’s design-focused decanters, various stemware lines, and stemless “O” collections have been selected for display at the Museum of Modern Art, Corning Museum of Glass, San Francisco MOMA and more. Riedel is distributed widely throughout Europe, the Americas and Asia and South Africa, and can be found at the most exclusive fine dining establishments throughout the world. For more information, please visit <http://www.reciprocal.co.za>