PRESS RELEASE

The culinary arts

Miele is excited to be launching the new range of signature Generation 6000 Culinart ovens – the H6267B and the H6267BP. Bringing professional cooking, baking and roasting technology to domestic kitchens – Miele's new Culinart ovens are set to revolutionise home cooking like never before.

Miele appliances have always stood for quality and the new Culinart oven is no exception - introducing the ideal range of ovens for perfect home baking and roasting results – Miele's new Culinart H6267B and the H6267BP ovens. Now you can effortlessly conjure up recipes, which truly fulfil all the promise of the picture in the recipe book.

Boasting an impressive A+ energy rating (YES) and a 76-litre (60cm x 60cm) capacity and five shelves, the new Culinart ovens boast the same sleek good looks inherent in the entire Generation 6000 range of kitchen appliance, ensuring seamless integration with other appliances. The plain text fascia panel offers excellent legibility and the clear representation of the oven's nine operating modes.

Says Mercia de Jager from Miele: "Miele's new range of Culinart ovens are set to become the most desirable ovens on the market – adored by culinary enthusiasts and aficionados alike. The new Culinart ovens boast a multitude of advanced features, including Moisture Plus technology, 25 automatic programmes, FlexiClip telescopic runner, a perforated baking tray for perfect baking results, and a free Shannon Bennett cookbook."

Moisture Plus technology

Professional chefs all know that some foods benefit from the addition of moisture during the cooking process. In the domestic arena, Miele's Moisture Plus function opens up a whole new world of culinary possibilities, allowing you to achieve perfect results when baking and roasting. "Enjoy delicious fresh bread with a shiny, crispy crust; bread rolls and croissants as good as the baker can make them; tender and succulent meat with a well-browned crust; perfectly finished bakes, appetising soufflés and so much more."

Moisture Plus allows for baking and roasting in a moist micro environment. For example, dough rises to perfection when exposed to moisture, and when applied towards the end of the baking process, added moisture ensures a crispy, glossy crust on bread, rolls and croissants every time. During roasting, adding moisture at the beginning of the cycle ensures that fat is released and that the roast becomes beautifully crisp and succulent.

Mercia explains: "The principle operation is quite simple – all the user has to do is to hold a glass of water under the small suction pipe in the door recess and select 'Moisture Plus' in the display. The oven automatically siphons in the

amount of water required to generate steam later in the programme. The time of steam delivery is controlled by the various automatic programmes. The more proficient users can themselves determine the number and sequence of steam impulses manually."

Automatic programmes

The new Culinart ovens will have an impressive selection of 25 electronically regulated automatic programmes to choose from. Whether you want to proof your dough, bake cakes and bread, roast meat to perfection, and make yoghurt or dry fruit – there is no need to manually select an oven function, temperature or cooking duration. Simply select the automatic programme you want and let the oven do the rest for you. Says Mercia: "Perfect baking and roasting results are high on the agenda of Miele customers. As the simplest way of achieving this goal, Miele offers them ovens with automatic programmes, which take the guesswork out of the equation. Simply put the dish in the oven, select the correct automatic programme and wait for the perfect end result." The following programmes will be available on the new Culinart ovens:

- 1. Yeast dough
- 2. White bread
- 3. Flat bread
- 4. White loaf
- 5. Rye bread
- 6. Multi-grain loaf
- 7. Yeast rolls
- 8. Butter cake
- 9. Plaited loaf
- 10. Sea bream
- 11. Salmon trout
- 12. Salmon fillet
- 13. Rock salmon fillet
- 14. Trout
- 15. Fillet or beef, rare
- 16. Fillet or beef, medium
- 17. Fillet or beef, well done
- 18. Fillet of pork casserole
- 19. Saddle of venison
- 20. Saddle of lamb
- 21. Chicken fillet with herbs
- 22. Chicken drumstick
- 23. Turkey thighs
- 24. Potato gratin
- 25. Lasagne

Perforated baking tray

Every Culinart oven comes with a Miele PerfectClean HBBL60 perforated gourmet baking tray, which has small perforations to ensure optimum heat distribution and even cooking on all sides. "This tray is ideal for achieving professional results when baking bread, rolls or cakes made with yeast," explains Mercia.

The HBBL60 perforated baking tray has been specifically designed for use in ovens with Miele Moisture Plus. The perforations in the tray are designed to give food maximum exposure to the moisture injected into the oven cavity. This makes the tray perfect for freshly prepared baked items, frozen or ready-made items, drying food, and many other applications. The tray can also be used in conjunction with automatic programmes, to give improved results.

Miele FlexiClip telescopic runners

All Culinart ovens boast FlexiClip telescopic runners, which allow you to pull tray, tracks and oven dishes out of the oven completely, making it easy to turn food, check, stir or add liquid to a dish and unload and load away from the heat of the oven. The FlexiClip telescopic runners remain stable and secure in any position, and can be fitted on any shelf level.

Says Mercia: "The Miele FlexiClip runners allow a flexible and secure handling of your oven. They provide comfortable access to each baking sheet or roast trays on each shelf level. You also can safely handle food and transfer trays onto a different shelf level. Thanks to the FlexiClips, hot baking sheets and racks can be pulled out. The FlexiClip runners can be left in the oven during the pyrolytic programme thanks to the innovative PyroFit coating, and get cleaned during the oven-cleaning programme." (Model depending)

Easy cleaning

"Miele understands that appliances should save time, and you shouldn't have to waste time cleaning them. They also understand that lots of cleaning detergents can be very toxic. As such, like all other Miele ovens, the Culinart ovens are exceptionally easy to clean," explains Mercia. The oven's exterior featured are finished with Miele's CleanSteel finish, which is a special finish that protects the surface from visible fingerprints. It is also very easy to clean – simply wipe it down with a damp cloth – no need for proprietary cleaners.

On the inside of the oven, there is no more scraping or scouring required to keep it clean. All the important parts of your Miele Culinart oven – the cavity, baking trays, universal tray, shelf runners and FlexiClip telescopic runners are finished with a high-quality anti-stick surface finish. Even the most resistant soiling can be easily wiped away with a little soapy water and a sponge," says Mercia.

Even the door interior is easy to clean, as it is absolutely flat, with no sharp edges or corners. The pyrolytic function automatically cleans the soiled oven cavity at very high temperatures, making scouring and abrasive cleaning agents a thing of the past. (Model depending)

Free Shannon Bennett recipe book

All customers purchasing any Miele oven, including the Culinart oven, will receive a free recipe book by renowned Australian chef, Shannon Bennett. Says Mercia: "This recipe book makes life easier – it contains a wonderful selection of 100% reliable recipes that utilise the full spectrum of technical functions, such as Moisture Plus, with versatility and creative flair. The recipes in the Shannon Bennett cookbook will bring variety and connoisseur enjoyment into everyday cooking, whether it is bread rolls, roasts, bakes or fish dishes." All recipes are designed for your Miele oven by Shannon.

Miele's new Culinart H6267B and the H6267BP ovens will be available from November 2014. The retail price of the H6267B is R19, 999.00, and the H6267BP is R24, 999.00. Visit <u>www.miele.co.za</u> to find a retailer closest to you.

NOTE: Prices as at October 2014. E&EO.

ENDS

Released on behalf of Miele (<u>www.miele.co.za</u>), by The Line (<u>www.theline.co.za</u>, <u>ant@theline.co.za</u>).