



GRAND CUISINE

BY ELECTROLUX PROFESSIONAL

Michelin star cooking at home

For more than 90 years, Electrolux has collaborated with the world's top chefs and more than half of all Michelin-star restaurants in Europe currently use Electrolux professional products.

For the first time, Electrolux is introducing these professional cooking products to the world's most exclusive homes. The ultra-luxury kitchen range Electrolux Grand Cuisine is the first home cooking system that gives the ultimate cooking performance its right name.

Electrolux Grand Cuisine cooking system comprises a range of eight cooking products. The system features a combination oven, blast chiller, gas, sear and induction hobs, customized ventilation and a stand mixer. It encompasses all available know-how and functions developed by the world-leading chefs together with Electrolux.

Electrolux Grand Cuisine is delivered, installed and experienced with five-star service including a star chef introduction dinner at home.

Electrolux Grand Cuisine was launched in London in September 2012. The range will gradually be launched in other major cities across the globe. The products, which are sold via consultants and architects, are tailored and adapted to individual needs and are designed to complement both ultra-modern and classically furnished exclusive homes.

The market for this exclusive cooking system is estimated at about 50,000 kitchens per year. In addition to enabling the company to grow in a new exclusive segment, the launch also aims to strengthen the position of the Electrolux brand in the global premium segment.

► www.grandcuisine.com

