



GRAND CUISINE  
BY ELECTROLUX PROFESSIONAL

THE FIRST AND ONLY PROFESSIONAL KITCHEN DESIGNED FOR  
THE WORLD'S MOST EXCLUSIVE HOMES

Electrolux Grand Cuisine is set to revolutionise cooking at home

Electrolux is creating a breakthrough category in kitchens with the launch of Electrolux Grand Cuisine, the first and only professional cooking system designed for the home. The combination of breakthrough professional products, truly intuitive, interactive touchscreen technology and exquisite design will ensure this cooking system is the most vital ingredient for the world's most exclusive homes.

Electrolux has been partnering with the world's best chefs for more than 90 years, providing cutting-edge technology such as Blast Chillers, Vacuum Sealers and Combination Ovens which have influenced the way restaurants work and the food they serve. Until now, cooking techniques such as "cook and chill" and "sous-vide" have been the preserve of the professional chef with access to this cutting-edge kitchen technology. Now after research revealed a gap in the market and a true consumer desire to recreate restaurant food, Electrolux is making this technology, used by over half of Michelin-starred kitchens in Europe, available for private homes.

The Electrolux Grand Cuisine system comprises nine products, as well as the iconic French-style cooking stove Molteni - hand-crafted using the finest materials, in a timeless, contemporary design. Electrolux Grand Cuisine is available in an array of bespoke finishes, which are the perfect foundation for any kitchen, whether it is modern or more traditional.

Electrolux Grand Cuisine is the result of several years of collaboration of world-leading specialists at Electrolux. Led by Henrik Otto, Design Director, the development team included professional chefs and leading technology experts as well as the R&D and design teams.

Otto says of the launch: "We truly believe Electrolux Grand Cuisine is set to revolutionise home cooking – and will have a major impact on the future of kitchen design. The products are visually stunning but the design profile is really about communicating the absolute precision and professional performance of the products with the richness of material and the refined machine.

He goes on to say, "Electrolux Grand Cuisine is thoughtful and clever in its design with the user experience in mind. The attention to detail in every single element ensures we have solved problems that the home chef does not even know needed solving – from the perfect angle of the handle on the Combination Oven, to the interactive interfaces that can be operated with an elbow whilst your hands are full."

Electrolux Grand Cuisine is the pinnacle of kitchen design - taking the technology from the world's leading professional kitchens and creating a system that not only looks incredible in any home setting but will profoundly change the way people cook.

All components within the Electrolux Grand Cuisine system are easy to use with intuitive touch screens that are integral to the design. Using intelligent sensors, pre-set programmes cook anything from chateaubriand steak to airy meringues with precise heat and humidity to ensure perfect results. For the more confident cooks, manual settings are also available.

Electrolux Grand Cuisine cooking system comprises nine products: Combination Oven, Blast Chiller, Induction Zone, Precision Vacuum Sealer, Gas Hob, Sear Hob, Surround Induction Zone, Stand Mixer and Bespoke Ventilation System. It also includes Molteni, the iconic French-style cooking stove.

Starting price for a full range, excluding the Molteni stove, will be around EUR 80,000 (excluding VAT). It is the only one that comes with an in-home briefing from a top chef.

For specifics on the products go to [www.grandcuisine.com](http://www.grandcuisine.com)

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## Notes to Editor

<sup>1</sup>Electrolux Professional Proposition Research, conducted February-March 2010 in the UK with 900 adults, aged 25-59

Electrolux is a global leader in household appliances and appliances for professional use, selling more than 40 million products to customers in more than 150 markets every year. The company focuses on innovative solutions that are thoughtfully designed, based on extensive consumer insight, to meet the real needs of consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, cookers, air-conditioners and small appliances such as vacuum cleaners sold under esteemed brands like Electrolux, AEG, Eureka and Frigidaire. In 2011 Electrolux had sales of £9.8 billion \*\*\* and 58,000 employees. For more information go to [www.electrolux.com/press](http://www.electrolux.com/press) and [www.electrolux.com/news](http://www.electrolux.com/news).

Electrolux Professional is a leading global supplier to the catering, hospitality and care industry providing professional kitchens and laundry solutions. With the most comprehensive range of appliances for food preparation and preservation, dishwashing, and laundry systems, Electrolux is a brand synonymous with reliability, innovation and sustainability. It has 90 years' experience and a portfolio of products designed according to strictest quality, safety and sustainability standards. Electrolux Professional is recognized worldwide for its social and environmental performance and its product lines meet and exceed international standards. In 2011 Electrolux Professional had sales of about EUR 650 million, approximately 2,600 employees, 7 factories, over 1,000 dealers and almost 2,000 service partners located in more than 70 countries. For more information, visit the web site: <http://www.electrolux.com/professional> For more information about Electrolux Grand Cuisine, visit [www.grandcuisine.com](http://www.grandcuisine.com) or contact Weber Shandwick:

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