



Thinking of you  
**Electrolux**

## Press release

Stockholm, March 25, 2014

### **Electrolux in partnership with global chefs network Worldchefs**

**Electrolux has entered into a partnership with Worldchefs, the global network of chefs associations also known as WACS. A joint program, "Art & Science Come Together," aims to make the most of the culinary creativity of chefs combined with technology and experience from Electrolux Professional.**

Worldchefs unites 93 official chefs associations, counting 10 million professional chefs worldwide. The first initiative in the pipeline is Chef2Chef, a series of seminars created to bring WACS chefs to Electrolux Professional innovation centers across the world. These educational training sessions will focus on sustainable cooking and how to plan, prepare and source local ingredients using Electrolux Professional solutions, primarily the cook and chill system.

The program will start in four key locations: Dubai, Russia, the United Kingdom and the United States. Several annual events in each local innovation center will take place. More activities will follow, involving other countries.

For further information, please contact: Electrolux Press Hotline, +46 8 657 65 07.

Electrolux is a global leader in home appliances, based on deep consumer insight and developed in close collaboration with professional users. We offer thoughtfully designed, innovative solutions for households and businesses, with products such as refrigerators, dishwashers, washing machines, cookers, vacuum cleaners, air conditioners and small domestic appliances. Under esteemed brands including Electrolux, AEG, Zanussi, Frigidaire and Electrolux Grand Cuisine, the Group sells more than 50 million products to customers in more than 150 markets every year. In 2013 Electrolux had sales of SEK 109 billion and 61,000 employees. For more information go to <http://group.electrolux.com>.