



Thinking of you  
**Electrolux**

## Press release

Stockholm, April 8, 2014

### Electrolux showcases latest kitchen innovations at EuroCucina

**Electrolux will host a roster of chefs at its EuroCucina exhibition space in Milan (April 8-11, 2014), offering visitors to the world's largest kitchen trade and consumer fair the chance to taste Michelin star dining as they experience the latest kitchen innovations in context.**

With close to 100 years of culinary expertise designing professional kitchen appliances for Europe's best chefs, Electrolux showcases products including CombiSteam ovens, built-in sous-vide and induction hobs programmable to the nearest degree. Electrolux also introduces The Secret Ingredient – a platform created to expand culinary capabilities within domestic kitchens. The Secret Ingredient will see a set of monthly hints, tips and techniques – gathered in collaboration with chefs and consumers – shared across Electrolux digital networks, including [brand website](#), [Facebook](#) and [YouTube](#) channels.

“We are constantly seeking new ways to create better tasting food and dining experiences.” said Jonas Samuelson, Head of Electrolux Major Appliances, Europe, Middle East and Africa. “During EuroCucina, the latest in kitchen appliance innovation will be demonstrated by our partner chefs. We will highlight the simplicity with which cooking processes can enhance the taste and texture of any ingredient so that creative food enthusiasts will be able to achieve and share more through techniques that bring restaurant-quality to home cooking.”

Electrolux will also host a concept area at EuroCucina, offering visitors a glimpse of some flexible and innovative kitchen appliances and accessories that are currently in development.

#### **Interactive Consumer Participation - #secretingredient**

As part of the initiative, visitors will be invited to share their Secret Ingredient through collaborative social media activities. All visitors, and those with access to digital communication channels, will be able to benefit from the live cooking demonstrations and contribute to the conversation by sharing their own kitchen tips. The secret ingredient hashtag (#SecretIngredient) will also allow social media users to pose culinary questions and seek recommendations from the Electrolux chefs on location in Milan.

For further engagement, the Secret Ingredient platform will be activated at Electrolux events throughout 2014. Consumers are invited to try sous-vide cooking and to prepare and taste 'secret ingredients' during Taste Festivals throughout Europe.

#### **Electrolux Partner Chefs at EuroCucina**

8th – 13th April: Representatives of Jeunes Restaurateurs d'Europe

8th April: Dieter Koschina is head chef at the 2-Michelin starred Vila Joya restaurant, Portugal

9th April: Carlo Cracco is head chef at the 2-Michelin starred Cracco restaurant in Milan, Italy

10th April: Simon Hulstone is head chef at the Michelin-starred Elephant in Torquay, UK

11th April: Magnus Nilsson. Fäviken in Sweden was placed in The World's 50 Best restaurants in 2012, and named as one of the top ten restaurants in the world by the Zagat guide in 2013.

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>.