

Press release

Ambiente 2020



Geislingen, February 2020

WMF presents high-quality BBQ collection:

The Premium BBQ collection for all barbecue fans



The right barbecue utensils are essential for a perfect barbecue experience. With the new Premium BBQ collection made of high-quality material and in an elegant design, the WMF brand is presenting an extensive range of barbecue utensils at Ambiente 2020. The collection includes all the important utensils – from products for preparing food, lighting the BBQ and accessories for cooking, to cleaning the grill – WMF has everything covered. The BBQ utensils are not only well thought out and functional, they also look beautiful thanks to their uniform design line. Whether a professional or an occasional barbecue cook, with the quality that is typical for WMF you are now perfectly equipped for your next BBQ experience at home.

The new WMF Premium BBQ collection includes high-quality solutions for preparing, cooking and grilling. Clever accessories in professional quality ensure optimum results, while the uniform design line means they look perfect.

The **grill tongs** have a wide, specially shaped tong head for securely gripping all kinds of barbecue food. They can be closed easily thanks to the locking mechanism and stored to save space – or they can be stored on a hanging rail using the eyelet at the end of the handle. The extra-long

Press release

Ambiente 2020



handle provides added safety by keeping you at a safe distance from the grill. And excess fat simply drips off through the large openings.

The **serving tongs** have a plastic tong head that is heat-resistant up to 270°C and are also ideal for electric grills and frying pans with a non-stick coating.

With the **carving knife and meat fork set**, meat, fish and poultry can be cut with precision – and thanks to the WMF Performance Cut technology, the knife remains sharp for a long time.



The BBQ collection is completed by a **grill spatula**, **skewers** in two sizes, a **marinade brush** and a **hamburger press**.

With the digital **meat thermometer** with illuminated touch display, food is grilled to perfection. Besides being used on the grill, it can also be used in the oven.



High-quality **barbecue gloves** made of leather and a **chimney starter** for quick and perfect embers on a charcoal grill complete the collection.

Press release

Ambiente 2020



After enjoying your BBQ, the indispensable **grill cleaning brush** with extra-large brush head and durable brass bristles ensures quick and easy cleaning.

Range and prices

Grill tongs:	RRP* EUR 34.99
Serving tongs:	RRP* EUR 24.99
Carving knife and meat fork set, 2-piece:	RRP* EUR 89.99
Grill spatula:	RRP* EUR 29.99
4-piece small skewer set:	RRP* EUR 19.99
2-piece large skewer set:	RRP* EUR 24.99
Marinade brush:	RRP* EUR 24.99
Hamburger press:	RRP* EUR 19.99
Digital meat thermometer:	RRP* EUR 29.99
BBQ gloves:	RRP* EUR 29.99
Chimney starter:	RRP* EUR 29.99
Grill cleaning brush:	RRP* EUR 29.99

* WMF Group recommended retail price, available from April 2020.

About the WMF brand

The WMF brand has been setting standards with its innovations for more than 160 years. It is also an important source of inspiration within the market. Its products whet your appetite for wonderful food experiences with their exceptional design, perfect functionality and excellent quality. From preparing and cooking food to dining and drinking – four moments in which the WMF brand sits at the heart of the customer's life. WMF products make cooking a pleasure. From preparing ingredients using kitchen knives with precise cutting performance and cooking with innovative cookware, to dining with stylish cutlery, decanters and table accessories, products from the WMF brand transform all these moments into something special. WMF is a brand within the WMF Group based in Geislingen an der Steige, which has been part of the French Groupe SEB consortium since the end of 2016.

Press contact

(Please do not print)

Redaktionsbüro Stehle
Emdener Str. 5
D-90425 Nuremberg
Phone: +49 (0)911 3 777 900
E-mail: redaktionsbuero-stehle@t-online.de