

30 August 2016

IFA 2016: WMF Consumer Electric present themed stand concept and major product offensive

Geislingen/Steige – The WMF Group's Consumer Electric division will be in attendance at this year's IFA with a bigger and completely reworked stand concept. The appearance is also organised by theme: all current trend and product themes are prominently displayed and so create the perfect setting for the WMF kitchen appliances. Accordingly, the brand image is geared further towards the various themes instead of strictly ordering the products into series. Famous German TV chef and blogger Nicole Just, as well as champion chef Thomas Brunk and others, will be on hand to demonstrate the products to our international visitors in person.

Among the themes at the heart of IFA 2016 are healthy eating, home-made, real beef, social dining and urban lifestyle. With this in mind, WMF's presence at the IFA in Hall 6.1 is boosted by daily cooking shows with blogger and TV chef "La Veganista" Nicole Just (on 2 September) and Thomas Brunk.

Nicole Just will also be presenting and recommending the WMF KULT X spiral cutter. Also known as "La Veganista", she is one of the best-known chefs and an expert on vegetarian cooking and enjoyable nutrition. As a committed vegan she shares her cooking tips on her German-language blog "vegan-sein.de". As an author she has also published a number of books on the topic. Together with the WMF Group's Consumer Electric division, Nicole Just has developed some new, tasty (needless to say, vegan) recipes for vegetable noodles and fruit spirals using the WMF KULT X Spiral Cutter. Her ideas range from healthy breakfast pick-me-ups and colourful salads and pasta to tasty desserts, and provide the inspiration to try out the spiral cutter there and then.

Thomas Brunk, one of the world's leading competitive chefs, is currently head chef at the Federal Ministry of Defence. He will be at the WMF stand throughout the IFA, and will try out the new IFA products for preparing, cooking and baking.

Influences from a wide range of countries and cultures come together in Thomas Brunk's kitchen to form tasty compositions. He will also be happy to help IFA visitors out with tips as well as answering all kinds of cooking-related questions. The stand programme is also rounded off with daily shows at the WMF Smoothie Bar, though here the focus will be on healthy eating.

Of course WMF has again brought a wide range of new products to the IFA and they are both innovative and attractive. Specifically, the third generation of KITCHENminis®, which have already been introduced. The compact and well-loved series has won its place in many hearts and kitchens in recent years. It wins fans over with its wide range of space-saving appliances. Developed for smaller households, they have primarily found their niche among city dwellers. Five new WMF KITCHENminis® are now available in the breakfast range as clever helpers for preparing food, and also as attractive table companions for your cosy dinner for two: a yoghurt maker, an Ice Machine 3in1, a smoothie-to-go mixer, a table grill for two and the Vario glass kettle. The product range therefore now includes a total of 15 mini kitchen appliances of various kinds incorporating new innovations that meet the latest trends in nutrition.

As well as this, WMF will branch out into other product segments with a number of interesting new product innovations.

About the Consumer Electric division of the WMF Group

The Consumer Electric business has developed into a fundamental part of the WMF Group. The aim is to establish a globally competitive business unit which meets all the standards and requirements of the market. To this end, the Consumer Electric division of the WMF Group was created, which works together with numerous distribution companies within and outside of Europe in the consumer electric market.

About the WMF Group

For more than 160 years, the brands that make up the WMF Group have stood for the best in cooking, drinking and dining. Every day, more than 100 million people around the world use products from WMF, Silit and Kaiser to prepare, cook, bake, eat and drink in their homes. And when they are not doing that, they are enjoying coffee specialities and foods prepared by the hotel and catering industry using WMF, Schaerer or Hepp products. Our employees are passionate about bringing people together, whether at home, on the move or at fine-dining establishments, in order to give them shared moments that are both precious and delicious. All this with products which have outstanding design, perfect functionality and excellent quality to make every culinary experience a real joy. Our traditional company was founded in 1853 in Geislingen an der Steige. Nearly 6,000 employees provide culinary pleasure at over 40 locations worldwide. In the 2015 financial year, the WMF Group recorded a turnover of EUR 1.061 billion.

For further information, please contact:

WMF Group

Kai M. Hummel

Vice President | Head of Corporate Communication

Tel.: +49 7331 258 167

kai.hummel(at)wmf-group.com

