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Far East Flair from WMF Hotel

Elegant Chopsticks are the Highlight of the New Asia-Collection

WMF quality meets Asian gastronomic culture – and the result is the stunning new Asia-Collection from WMF Hotel. This collection combines tried and tested product solutions with bespoke innovations to enable hoteliers and restaurateurs to take their guests on a magical far-eastern adventure with only a few new products and decorative items. A key element of the new collection are the uniquely developed chopsticks, which are made of anthracite coloured plastic and stainless 18/10. They are heavier than typical wooden chopsticks and thus radiate quality. The tasteful stainless 18/10 stand ensures that the chopsticks always take pride of place at the table during dinner – as is the case with the matching spoon from the Nordic collection, which features long, thin lines that stylishly complement an Asian spread.

The harmonious interaction of these chopsticks with the popular “Urban” and “Pure Exclusiv” table-top ranges, as well as other specially chosen WMF products, lend the table a graceful Asian accent. The dark wood of the Pure Exclusiv range and the reduced, concave shapes of the Urban series allow not only for the perfect presentation of spices, sauces and flower decorations, but also perfectly fuse European and Asian table cultures when combined with these chopsticks. Tea is an important aspect of Asian dining culture, and a ‘must’ on any Asian spread. As a very important element in Asian dining culture, tea is a true must on the table, too. The “Clever & Smart” tea cup made of glass and the “Smartea” tea set, which includes a teapot and warmer, harmoniously match the curved lines of the Urban product range. An alternative is a kettle made of stainless 18/10, which punctuates the Asian table spread with its unique shape.

Photo request

You will find images for download on our media portal <http://press-n-relations.amid-pr.com> using the search term „Asia-Kollektion“. We will also be pleased to send you this file by e-mail on request. Contact: wmf@press-n-relations.de





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About WMF Group

WMF Hotel is one of the internationally leading suppliers of professional hotel, catering and hospitality equipment. Stylish, high-quality complete solutions for every aspect of the art of presenting and serving food and beverages is the hallmark of the long-established brand. The extensive range includes cutlery and glassware, serving trolleys, buffet equipment and table-top decorations of every complexion. The creations of designers of international repute, the collections from WMF Hotel are crafted using state-of-the-art manufacturing technologies. The overriding standard in terms of innovation, quality and functionality is invariably set by the requirements of the various target groups from the hotel and gastronomy sectors, catering and group food services.

The WMF Group GmbH, located in Geislingen/Steige, is one of the leading premium manufacturers of cutlery, tableware and kitchen products as well as professional coffee machines. The Group offers its customers high-quality, innovative products that are distinguished by their sophisticated design and outstanding functionality. The company sets standards with its many innovations and is an important source of inspiration within the market. It is an organisation with a long tradition, having been founded in 1853 and now operates on an international scale with 6,000 employees at more than 40 locations. With its brands Boehringer Gastro Profi GmbH, Hepp, Kaiser, Schaerer, Silit und WMF the company generated a turnover of 1,024 million euros during the financial year 2014.