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WMF Group supports UNICEF nutrition programme

Geislingen/Steige - This autumn, WMF Group will enter into a long-term partnership with the United Nations Children's Fund, UNICEF. The aim of the cooperation is to help children suffering from malnutrition and provide them with healthy nutrition. According to estimates by UNICEF, 165 million children around the world are affected by severe malnutrition. Together with UNICEF, the WMF Group wishes to ensure that the right of all children around the world to develop healthily is a reality.

The partnership starts across Germany with a special campaign in all 200 WMF stores and those run by participating specialist dealers: From 12 October to 31 December 2015, WMF Group will donate two euros to UNICEF for each purchased set of children's cutlery featuring the promotion logo. The money from the campaign will go towards supporting UNICEF's global nutrition programmes for children. This includes programmes that promote adequate nutrition for pregnant and breastfeeding mothers. It also supports projects for health prevention and the treatment of diseases such as malaria and pneumonia.

As a manufacturer of high-quality cookware, WMF Group feels it has a particular social responsibility to introduce children to conscious nutrition. "With our extensive range of cutlery designed for children, we want to support our customers and pass on the pleasure of conscious nutrition to children," says Kai Hummel, Press Officer at WMF Group. "We are delighted to be able to enter a long-term partnership with UNICEF and support the global nutrition programmes – this planned campaign is only the start."

About the WMF Group



Silit



+ schaefer



For more than 160 years, the brands that make up the WMF Group have represented the best in cooking, drinking and dining. Every day, hundreds of millions of people around the world use WMF, Silit and Kaiser products to prepare food, cook, bake, eat and drink in the comfort of their own home. And when they are not doing that, they are enjoying coffee specialities and foods prepared by the hotel and catering industry using products from WMF, Schaerer or Hepp. Our employees are passionate about bringing people together, whether at home, on the move or at high-end restaurants, in order to give them shared moments that are both precious and delicious. This is all possible thanks to our products, whose exceptional design, perfect functionality and highest quality provide wonderful culinary experiences. Our company has a proud tradition, and was founded in Geislingen an der Steige in Germany back in 1853. Almost 6,000 employees provide culinary joy at more than 40 locations worldwide. The WMF Group achieved sales of EUR 1,024.3 million in 2014.

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