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The consumers have voted: WMF is once again the "Brand of the Year" for small kitchen appliances

Geislingen/Steige – Every year, the more than two million readers of Auerbach Verlag's publications and online portals are called upon to vote for their favourite products and brands of the year. The result of this reader survey was that WMF was voted the top brand and crowned Brand of the Year for small kitchen appliances for the second time. Auerbach Verlag sells magazines such as HAUS & GARTEN TEST, DIGITAL FERNSEHEN and AUDIO TEST among other publications.

The fact that WMF has once again been awarded the title "Brand of the Year" for small kitchen appliances underlines – for the second time this year – just how popular the brand is and means it can add another top spot to its score card. Just last February, the brand came first in the "Best Growth Brand" category of the "best brands award", the ceremony for which was held in Munich. A representative study conducted by GfK based on the products actually sold was the crucial factor in this regard. The Consumer Electric division of the WMF Group alone posted just under 30% growth in sales in the 2015 financial year.

"We are very honoured that so many readers place their trust in our brand. This clearly shows that we're on the right track with our brand and product strategy. Our customers really appreciate innovative ideas such as the WMF KULT X spiral cutter or the BEEF! edition of the WMF Profi Plus food processor which are combined with quality, an elegant design and outstanding technical performance. The fact we've been crowned "Brand of the Year" for small kitchen appliances is a great way of recognising the work undertaken by our highly motivated and qualified team," says Andrea Bender, Marketing Manager in the Consumer Electric division.

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.

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