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For Immediate Release:

Eating Better.

Miele Partners with Jamie Oliver Food Revolution

Princeton, NJ – 2010 TED prize winner and world-renown chef Jamie Oliver has launched his mobile Food Revolution – an 18 month, multi-city effort to “educate every child about food, inspire families to cook again and empower people everywhere to fight obesity.” Miele is honored to be a part of this exciting and important initiative. This partnership fully realizes the century old Miele mantra “Immer Besser” a German phrase meaning “Forever Better”.

Working with such a “passionate pusher” of healthy living like Jamie Oliver is a testament to the fact that not just any appliance brand will do when it comes to bringing food education to the forefront. The choice of Miele appliances is a perfect complement to the goal of “inspiring families to cook again”. After all it is Miele’s mission to continuously offer culinary solutions which make it easy, fun and entertaining for families to experiment and learn in the kitchen, constantly making food better.

“The decision to work with Jamie Oliver to realize his vision of reducing obesity through food education was an easy one,” said Nick Ord, President and CEO of Miele, Inc. “His vision and ours mesh perfectly – educate, inspire and empower families to live better.”



Jamie Oliver, Chef, Food Activist and Star of Jamie Oliver's Food Revolution preparing a dish on Miele's 36" Induction Cooktop KM 5773.

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Food Revolution Flagship Mobile Classroom

A full suite of Miele appliances including two 36” refrigerators, three Master Chef 30” double ovens, Chef Series 60cm Microwave Oven, full-size Induction Cooktop and 30” canopy ventilation hood, 16 CombiSet™ Induction Units, and a top-of-the-line La Perla fully-integrated dishwasher have been installed in the mobile Food Revolution truck. Created to capitalize on the “grassroots” nature of this effort, the truck is traveling the country to teach kids about food and cooking, and to help train professionals and parents.

Designed pro bono by the prestigious Rockwell Group, best known for their hotel and restaurant designs including The Cosmopolitan Hotel in Las Vegas, the Wasabi by Morimoto and Starwood Resorts new Aloft Hotels, Miele was selected as a key performance player in the mobile kitchen. David Rockwell, founder and CEO of the Rockwell Group said, “We feel that design plays an important role in sparking children’s imagination, and sending them on the road to a better life.”

Part of the “food education” will be correct preparation, using the best appliances for the job in a well-designed environment. This early exposure to best practices will introduce children to the importance of thoughtfully considering how to prepare healthy meals using equipment which has also been thoughtfully designed.

“A few pieces of great gear are all it takes to make some incredibly tasty food,” said Jamie Oliver, chef, food activist and star of Jamie Oliver’s Food Revolution. “My friends at Miele outfitted the Food Revolution truck with incredible appliances that not only last forever, but make cooking easy and fun.”

Jamie Oliver, Chef, Food Activist and Star of Jamie Oliver’s Food Revolution standing in front of Miele’s Chef Series Microwave Oven, M8260-1 (top) and a Master Chef 30” double oven, H4892BP2 (bottom).



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The Food Revolution – Miele Partnership

The bold graphics on the outside of the truck powerfully communicate who is on board. The Miele brand is prominently shown as part of the spirited nature of the design. The lively and energetic look is a nod to Jamie Oliver's own way of cooking.

The truck is travelling to schools, farmer's markets, state and street fairs. The sides of the truck open out and a unique white band shell can be inflated outside of the back of the truck to house larger events. When the sides of the truck are pushed out, an expo kitchen and eight separate cooking stations are revealed – all featuring two Miele induction CombiSet™ cooktops. Each station has been custom designed to outfit two children with a kitchen's worth of equipment. These stations allow the children to work on their own, learning how easy it is to prepare healthy meals.

The community website www.jamiesfoodrevolution.com, celebrating the partnerships and Jamie Oliver's wish to teach kids about food, is rife with healthy recipes, toolkits and tutorials. Miele has joined the revolution. You might want to consider joining too. Log on and sign the petition. Commit with Jamie Oliver, The Rockwell Group and Miele to “inspire families to cook again and empower people everywhere to fight obesity.”



Jamie Oliver, Chef, Food Activist and Star of Jamie Oliver's Food Revolution standing in front of The Food Revolution Truck, which is travelling across the United States to schools, farmer's markets, state and street fairs inspiring families to cook again and empowering people everywhere to fight obesity.

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About Miele

Founded in Germany in 1899 with a single promise of *Immer Besser*, Miele has dynamically grown to become the world's largest family-owned and operated appliance company with more than 16,600 employees, 12 production facilities, representation in nearly 100 countries and annual turnover of €2.83bn, approximately \$3.62 billion (2009/10).

As a premium appliance brand represented on all continents, Miele is steadfastly committed to the highest quality, performance and environmental standards.

Miele's range of exceptional consumer appliances includes: vacuum cleaners; laundry systems; rotary irons; dishwashers; built-in convection, speed and steam ovens; cooktops; ventilation hoods; refrigeration; wine storage and coffee systems. Additionally, Miele Professional (the commercial product division) offers dishwashers, washing machines, tumble dryers and rotary irons for commercial use as well as washer-disinfectors for medical, dental and laboratory applications. To learn more, visit www.mieleusa.com

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