



A sense of Miele

wonder  
satisfaction  
A sense of delight  
purpose  
understanding  
trust  
occasion  
space  
style  
pride  
taste  
place  
energy



## An introduction

# Your Miele Experience

Miele was founded in 1899 by Carl Miele and Reinhard Zinkann and has always been a family-owned, family-run German company. Since the beginning, the Miele motto has been “Immer Besser” or “Forever Better” and this philosophy is still reflected in the legendary quality and longevity of our products.

We understand that changing your kitchen appliances can sometimes be daunting. You invest a lot of time and energy into making the right choices, so at Miele we really want to help. That’s why we built our Experience Centre in Abingdon five years ago, and filled it with a team of Home Economists and Product Advisors. It proved so popular we opened our London Gallery last year, offering the same support right in the heart of the city.

If you’re looking for inspiration, or want to know how to get the best from your Miele purchase, you’ll find it here. We run events and masterclasses, from themed cookery and steam cooking schools, to our popular ‘Let’s do Lunch’ courses, all designed to show you how to use all the features of appliances. You can even bring your washing and try out one of our machines, or test our vacuum cleaners to see which one is easiest for you to use. It’s all part of the Miele experience.

“A place for everything and everything in its place”.

**Benjamin Franklin**  
US Founding Father



A sense of  
delight



Look, touch and try



# A sense of purpose

From washing machines and tumble dryers to cooker hoods and coffee machines, every Miele appliance is made with the same commitment to lasting quality, high performance and attention to detail.

But don't just take our word for it. Come to our Experience Centre or Gallery, and you can see, touch – even hear all our appliances for yourself. Savour the taste of steam-cooked food, manoeuvre our vacuum cleaners with ease, or admire the sparkle of glassware fresh from the dishwasher. Whether you book an appointment with one of our experts, or come to browse around on your own, the Miele Experience will help you decide which product is best for you and your family.

“When the customer comes first,  
the customer will last”.

**Robert Half**  
US Businessman



**Steam**  
By introducing steam into the cooking process, you instantly introduce a host of other benefits too. You preserve all the delicate vitamins, nutrients and minerals, as well as all important colour and texture.



**Moisture Plus**  
Performance is also greatly enhanced in our ovens with innovations like Moisture Plus. This function introduces exactly the right amount of moisture to create the perfect dish.



**Induction**  
Have you ever left the gas on and gone to bed or out to work? Well, induction benefits from pan recognition, so it only works once a pan is placed on the magnetic area. That means no more panicking about forgetting to switch the hob off.



Expert support

## A sense of understanding

Do you love a fresh cup of coffee first thing? Like to entertain? Want to expand your cookery skills? At the Miele showrooms, our Product Advisors and Home Economists are on hand to help you decide which products are best suited to you and your lifestyle.

Choosing the right product for your home can sometimes be a challenge, which is why every member of our team is specially trained and has in-depth knowledge about all the features of our appliances. Whether you've purchased a Miele product already and would like to know how best to use it, or are looking for inspiration and advice on a new one, you'll find it at our Experience Centre and Gallery.

## Showrooms

### A day with our Product Advisors

At the coffee bar with freshly freshly brewed cups of the finest coffee.

Mike and Emma have booked an appointment to see our Product Advisor, Chris. They've brought in the designs for their new kitchen and need some advice about which appliances would be best for them and their three children. Anna, their youngest, is learning to cook at school, something Emma is keen for them to do together at home, and Mike wants to know if they can replace one of the wall-mounted units with a built-in Miele coffee machine.

In the laundry zone with newly washed king-size bed sheets and covers.

"I need a washing machine that can handle large loads, fits in with my existing kitchen design and washes clothes in such a way they don't aggravate my sensitive skin." That was Judith's request to our Product Advisor, Nicky, when she visited last week. Today Judith is back with a typical load of laundry, which Nicky has put in one of our live machines for a test wash. Judith is really impressed with the results and even more impressed that her laundry has been ironed too!

In the kitchen, Elspeth and Claire are setting up for the Let's do Lunch cookery demonstration.

There are twenty people booked on today's event who are in the process of designing their kitchen, and our Home Economists have an exciting menu planned, from succulent roasts and steamed vegetables, to fresh, 'just out the oven' pastries. All the food will be cooked and prepared in many of the Miele appliances, and then served as a buffet lunch. Afterwards, our guests will be free to look around the showroom and talk through any further queries with our Product Advisors.

At reception, a warm welcome and sound advice awaits.

John's a bit pressed for time. He's dropped by for a quick look around the showroom and likes what he sees. He's a keen cook and is particularly interested in our combination steam ovens, so he's popped back to the reception desk to pick up a brochure and book an appointment with a Product Advisor for later this week. While he's there, he hears a Product Advisor giving a Miele customer some advice on their recent purchase. It seems nothing is too much trouble here.



A sense of trust



### Let's do Lunch

Let's do Lunch days are the perfect opportunity to see Miele's cooking appliances in action. You will join a group of people in a friendly, informal atmosphere for an entertaining cookery demonstration and delicious two course lunch. Ideal if you are in the process of planning a new kitchen.

### Appliance Academy

Appliance Academies are perfect for anyone who wants to understand the finer details of their Miele appliances or those who want to try out appliances before they make a purchase. These practical cookery days are themed 'Steam School' and 'Oven School' amongst others. Having cooked using the appliances, you will leave feeling confident and full of enthusiasm for the features and benefits of the Miele range.

### Simply Cooking

Miele's highly-skilled Home Economists hold regular cookery schools using the latest Miele appliances in our Active Kitchens. These schools are open to anyone who wishes to learn more about producing wonderful dishes. Suitable for a variety of different skill levels – they are sure to release the chef in you!



“Dining is and always was a great artistic opportunity.”

### Frank Lloyd Wright

Architect and Interior Designer

### Miele Masterclasses

A sense of occasion



Miele is known for pioneering new technology that is both beautiful and versatile. At our Experience Centre and Gallery, you can see and learn more about all our appliances – thanks to our interactive cookery events and courses.

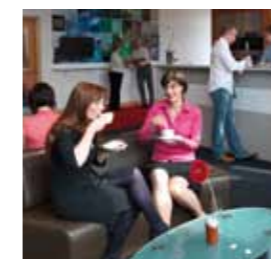
Experience counts for everything, which is why we host a series of regular demonstrations, appliance academies and cookery courses, designed to help you fully appreciate the quality and ease our products bring to your kitchen. Our hands on cookery courses allow you to perfect a range of skills including baking bread, cooking fish and learn the secrets of Italian or Thai dishes. Our Appliance Academies are ideal for anyone who wants product-specific information and training. Our Let's do Lunch days are a great opportunity to see a wide range of Miele appliances at work – and sample the food straight from the oven.

A sense of space



## Our locations

# Abingdon



Located at our Head Office in Abingdon, Oxfordshire, the Miele Experience Centre is a large showroom designed for you to come and see, feel and try the widest range of our freestanding and built-in products.

Open seven days a week, you're welcome to drop in whenever it suits you. But to really get the best from your visit, we recommend you book some time with one of our Product Advisors, who can show you around, advise you on the best products to suit your needs and your home.

Getting here is easy. If you're travelling by car, we're just off the A34, a short drive from the M4 and M40, and we have ample parking. Didcot Parkway is the nearest train station and if you let us know you're coming, we'll book you a taxi to and from the station, just call us on 0845 365 6610.



## Our locations

# London

Situated in Cavendish Place, right in the heart of London, the Miele Gallery is home to a large selection of built-in appliances, from induction hobs to fridge freezers, wine coolers to coffee machines.

Here you'll find a full team of Home Economists and Product Advisors to assist you in deciding the best appliances for you, provide you with advice on products you currently own or guide you through one of the interactive cookery schools. Open from Tuesday to Saturday every week, we're a short stroll from Oxford Circus tube station. Or, if you're driving, there is a car park around the corner in Cavendish Square.

**Miele** GALLERY



A sense of **style**

## Customer testimonials

“One of my favourite parts of my role at Miele is meeting customers face to face and advising on which products would best suit their needs.

“We take great pride in the outstanding customer service that we offer and it is really nice when customers take the time to write in and express their thanks for the information they have received from a visit or just how much they enjoy using their Miele appliances!”

### Nicky Youngjohns

Miele Experience Centre Manager



▼ “We bought our first Miele appliance in 1979 and we’ll always continue to do so.

“The product knowledge and customer service your staff offered was excellent. Making a customer feel valuable goes a long way to making them want to come back, and I always will.”

► “Following the Let’s do Lunch day we’ve decided to refit with Miele.

“The seminar was useful and informative and the Miele Product Advisors were friendly, patient and very knowledgeable. Most impressively there was no “hard sell” (or even a discernible “soft sell”). This, along with the quality of the appliances, has confirmed our decision to purchase Miele products for our new kitchen.”



## A sense of pride

▲ “Choosing new appliances often turns into a stressful and time-consuming process. The knowledge and expertise of your staff in the Experience Centre was so valuable.

“We’re now enjoying using our combi steam oven – cooking has become so much easier and more enjoyable.”

▲ “Being able to test appliances before we purchased meant we were reassured that we’d be buying those which were right for our family.

“Your Product Advisor helped us test different cycles in order to find the right Miele washing machine to help reduce my skin sensitivity.”



◀ “We were amazed at the cleaning power and durability of the Miele vacuum cleaners.

“Being able to try out different models before we purchased meant we chose the cleaner with all of the right features for us. Now my carpets are not just clean, they look brand new!”

## Recipe

### Mixed Berry and Lemon Meringue Dessert

I always think that a delicious dessert is the best way to end a special meal - even better when it is simple to prepare ahead of time but looks and tastes wonderful. This mixed berry and lemon meringue has all those qualities, a crisp exterior contrasting with the marshmallowy centre, smooth lemon cream filling and the colourful freshness of selected berries. Definitely one of my favourite desserts!

#### Elsbeth Smith

Miele Home Economist

This recipe creates a deliciously marshmallow-centred meringue with a crisp exterior.

Serves 8-12

#### Shopping List

- 6 egg whites
- 440g caster sugar
- 2 teaspoons cornflour
- 2 teaspoon vanilla extract
- 2 teaspoons malt vinegar
- Filling:
- 284ml double cream, lightly whipped
- 250g mascarpone cheese
- 1 jar luxury lemon curd
- 650 – 700g mixed berries (strawberries, blackberries, raspberries, blueberries)

#### Preparation Time

Preparation time: 20 minutes

Cooking time: 50 minutes

Difficulty: Easy

#### Cooking Instructions

- 1 Whisk the egg whites until stiff but not dry. Gradually whisk in the caster sugar until a thick meringue is formed. Mix together the cornflour, vanilla extract and vinegar then fold them into the meringue.
- 2 Cut two 22cm circles from non-stick baking parchment and place each on a baking tray. Spread the meringue evenly between the two circles. Bake on Fan Plus at 180°C for 20 mins then lower the oven temperature to 140°C for a further 30 mins.
- 3 Mix together the lightly whipped cream and the mascarpone then fold in the lemon curd. When the meringue has cooled spread the lemon cream over one meringue and scatter over the berries. Place the other meringue on top and dust with icing sugar to serve.



A sense  
of taste



A sense of

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# Making sense, Miele.

It's easy to book an appointment with one of our Product Advisors, or a place on one of our courses and events.

Simply contact us at either of the locations listed here or visit [www.miele.co.uk](http://www.miele.co.uk)

Miele Experience Centre  
Fairacres  
Marcham Road  
Abingdon  
Oxford  
OX14 1TW

0845 365 6610  
[experience.centre@miele.co.uk](mailto:experience.centre@miele.co.uk)

Monday to Saturday: 9am – 5pm  
Sunday: 11am – 3pm  
(We're closed on Bank Holidays)

Miele Gallery  
15/19 Cavendish Place  
London  
W1G 0QE

0845 365 6610  
[london.gallery@miele.co.uk](mailto:london.gallery@miele.co.uk)

Tuesday to Friday: 10am – 6pm  
Saturday: 10am – 4pm  
(We're closed on Sundays, Mondays  
and Bank Holidays)