

## **GRUNDIG UNVEILS EXCLUSIVE MASSIMO BOTTURA COLLECTION**

*In collaboration with the world-renowned chef Massimo Bottura, Grundig has designed an exclusive kitchen appliance collection inspired by excellence – the Massimo Bottura Collection.*

**Berlin, 30<sup>th</sup> August 2018:** Grundig, Europe's leading manufacturer of home electronics, today launched its first exclusive kitchen appliance collection in collaboration with the world-renowned and influential chef, Massimo Bottura, at IFA 2018.

Announced as Grundig's official brand ambassador earlier in the year, Bottura has worked closely with the Grundig, to design a small domestic kitchen appliance collection which marries premium quality with design.

Designed to meet the demands of home cooks who want a durable high-quality product without compromising on design, the appliances were tested in Bottura's professional kitchen in his Michelin-star restaurant Osteria Francescana by the chef and his team.

Building on Grundig's heritage of harmonious design, quality and innovation, the Massimo Bottura collection includes a Kitchen Mixer, Toaster, Coffee Machine, Power Blender and Hand Blender, all adorned with Bottura's signature and his famous quote '*cooking is an act of love*', which represents the shared ethos of the chef and Grundig on the importance of respecting food.

Inspired by Massimo's personality and obsession with quality, the range is distinctive in a powerful matte black symbolising Massimo's strong character, and antique-gold to showcase the value of food. The exclusive collection helps home cooks celebrate the joy, love and art that goes into home cooking.

This is the first product collaboration with a kitchen brand for the chef, who is recognised as one of the world's most influential creative geniuses by The New York Times and whose restaurant Osteria Francescana recently topped the 2018 World's Best Restaurants list for the second time since 2016.

**Hakan Bulgurlu, CEO of Arçelik parent company of Grundig, commented on the new product line:**

“Grundig has a known heritage of premium refined design, without compromising on functionality or quality. We’re excited to launch our first official product collaboration with Massimo, who shares our passion for innovation, quality and design. This is just the first of our collaborations with Massimo, which draws on his experience in the industry and his creativity and allows our customers to access unique exclusive products for their home.”

**Massimo Bottura, Michelin-star chef and Grundig Brand Ambassador says:**

“The home kitchen holds a special place in my heart, where love, creativity and memories are made and shared. As a child in Modena, I would often be found hiding under the kitchen stable while my grandmother rolled pasta and folded tortellini. During these times, one of the most important lessons I learned from her was to respect food and not let anything go to waste. My passion and vision for cooking was built upon these values. I’m very happy to collaborate with Grundig on this collection and hope it will raise awareness with home cooks to respect food, waste less and be more creative, as cooking is an act of love.”

**ENDS**

**Notes to editors:**

**<Product specifications to be added>**

**<Marketing on-shelf dates to be added as well>**

## **About Grundig**

Grundig is part of Arçelik A.Ş., the leading home appliances manufacturer of Koç Group, a Fortune Global 500 company. With over 70 years’ experience in the home electronics market, Grundig has become known for its high-quality products and a customer-focused approach. Upon entering the white goods market, Grundig became one of Europe’s sole full-range manufacturer of home electronics. The brand remains true to its brand attributes including its 70 years of experience, user-friendly and elegant design, eco-consciousness, high standards and quality control. With a portfolio of more than 500 different products – ranging from OLED TVs, mobile audio devices, hair styling devices, vacuum cleaners and kitchen appliances to ovens, dishwashers and washing machines – the brand offers a solution for every room in the modern home. Accolades received by Grundig include the Product Design, Red Dot Design and Plus X Awards. The brand has won critical acclaim from Stiftung Warentest, a leading

global testing institute in Germany and the Trusted Reviews, an independent UK testing organization. Grundig products are mainly produced in own production sites in Europe and marketed in more than 65 countries around the world.

## **Press Contacts**

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