

## PRESS RELEASE

### Food Dialogue with Miele

*Mercia de Jager from Miele answers ten questions about Miele's revolutionary new Dialog oven.*

*14 September 2017, Johannesburg:* The Dialog oven from Miele makes preparing demanding meals faster and simpler than any other cooking method – and guarantees perfect results. Even the seemingly impossible succeeds, such as cooking a fish in a block of ice without the ice melting. Miele's own Mercia de Jager answers ten of the most common questions about this advanced and revolutionary new cooking technology:

#### **1.) What happens from a technical point of view inside a Dialog oven?**

For the first time, this new product uses electromagnetic waves at changing frequencies, which respond intelligently to the texture of the food being cooked in the oven – this is called M Chef technology. High-tech sensors in the Dialog oven closely monitor the cooking process, maintaining a constant dialogue with the ingredients as they cook. M Chef technology enables the Dialog oven to simultaneously keep tabs on a wide range of dishes, and cook them together, and each to perfection. This technology can also be combined with conventional radiant heat, such as in the Roof and Floor Heat or Fan Oven settings in the Dialog oven if need be.

#### **2.) In what way does this differ from a microwave oven?**

Microwave ovens are generally used for defrosting and reheating, however, the Dialog oven is a sophisticated tool that rises to all the challenges of cooking. Admittedly, food is heated in both cases using electromagnetic waves, however, those used in the Dialog oven differ significantly in the following ways:

- **They apply much lower levels of power:** Water molecules rotate rapidly in a microwave and hence, in the food being microwaved in high frequencies, which creates molecular friction and in turn, heats up your food. This causes the molecular structure in your food to change, and as a result, it diminishes the nutrient content in the food. The Dialog oven on the other hand, uses significantly gentler electromagnetic waves, so the nutritional value of the cooked food is much higher.
- **A broad frequency spectrum is used:** Microwaves use one single channel, however, the Dialog oven uses a broad frequency spectrum of electromagnetic waves to cook food. The M Chef technology featured in the Dialog oven constantly measures how much of the transmitted energy has actually been absorbed by the food, and adjusts the process accordingly. This cooking customisation means that the dialog oven can cook various types of food to perfection, all at once.
- **Deeper penetration:** The electromagnetic waves emitted by the Dialog oven penetrate deeper into the food when compared to microwaves. This

contributes to food being cooked very uniformly or, as we say, 'volumetrically'.

### **3.) Which frequencies are used by the Dialog oven?**

It operates in the frequency range around 915 MHz, which is much lower than the general 2.45 Ghz used by microwave ovens. The Dialog oven uses the same range that is used in Europe by mobile phone companies, and as a result, the door of the Dialog oven has been designed to prevent interference with mobile communications.

### **4.) 'Gourmet Units' and 'Intensity' – Is there a need to relearn how to cook?**

These two cooking parameters are indeed new:

- **Gourmet Units** stand for the amount of energy to be introduced into the food (1 Gourmet Unit = 1 kilojoule).
- **Intensity** defines how fast the food should absorb this energy.

Experience and recipes from a conventional oven can easily be adapted using the following rule of thumb: Combine the operating mode from a conventional recipe with M Chef and, about halfway through cooking, check how well the food is done. Often, first-class results have already been achieved by that time without having to bother about Gourmet Units or Intensity.

### **5.) How can the Miele app help?**

Taking cooking into a new era, the Dialog oven's connectivity promises inspiration and additional cooking pleasure. The recipe feature included in the Miele@mobile app represents an ideal starting point for experimenting and trying out new ideas – offering users numerous automatic programmes developed specifically for this new oven. Alongside food preparation videos and shopping lists, the app also allows the parameters of a recipe to be transferred directly to the machine.

### **6.) How much faster is a Dialog oven?**

Considerably quicker than any conventional oven – up to 70% faster. Here are some examples:

- A marble cake requires 37 minutes in a Dialog oven compared with 55 minutes in a conventional oven.
- Potatoes au gratin are done to perfection in 35 minutes as opposed to 60 minutes.
- Pulled pork, everyone's favourite, needs only 2 hours and 20 minutes instead of 8 to 16 hours.
- In the past, defrosting delicate dishes, such as a German cream cake for example, could only be done by taking it out of the freezer and leaving it on a counter for a number of hours. The Dialog oven can gently and perfectly defrost the same German cream cake within a mere 20 minutes.

## **7.) Where did the original inspiration for the Dialog oven come from?**

The inspiration for the Dialog oven came from Miele Professional, a global leader of commercial laundry equipment, dishwashers, washer disinfectors and sterilisation equipment, after dealing with the medical field and the issue of organ transplantations. Organs are shock frozen so that they can be transported from A to B. When they arrive at their final destination, they need to be quickly and gently defrosted and to regain their warmth. The idea was conceived on the premise that if this can be achieved for organs, wouldn't it be an incredible technology to use for cooking food as well? And so the journey of development of the Dialog oven began...

## **8.) How long did it take to develop this new technology – from conception, design, through to completion?**

The idea was conceived of seven years ago, and it took another six years to develop, test and perfect the technology, design the oven, and create the Dialog oven.

## **9.) How will the Dialog oven change the way people prepare food?**

Aside from saving you time by considerably reducing cooking times, the Dialog oven also opens up a lot of exciting possibilities in the realm of cooking. Its revolutionary technology enables the creation of completely new and innovative dishes. It also ensures that the food you prepare is quickly and easily cooked to perfection, and as such, it is healthy and full of nutrients.

## **10.) Who is the target audience and what does a Dialog oven cost?**

The Dialog oven addresses the needs of ambitious hobby chefs, but also impressed professionals during initial presentations. In Germany, the market launch is scheduled for April 2018, and the price will be around € 7,990 (RRP). We are hoping to launch the Dialog oven in South Africa sometime in 2019, and we can't really predict the price so far in advance.

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