



## **MIELE SETS TO ENGAGE DESIGN PROFESSIONALS DURING NEOCON 2019**

### **Demonstrations and Raffle at Miele for Show Attendees**

**Chicago, June 6, 2019** -- Miele, the largest family-owned luxury appliance manufacturer, has been located in the iconic Merchandise Mart building since 2014 and participating in Neocon for several years. This year, Miele has extended its Neocon program to connect with the 50,000 design professional that the show attracts.

Guests are invited to Miele (Suite 133) to experience the gourmet results from their line of culinary appliances. Miele will be offering Chef prepared tastings and coffee during the show hours June 10 through June 12, 2019 and the first 50 guests will receive a free Miele Cookbook. While there, visitors can spend time with a knowledgeable team member to learn why Miele is the most desirable premium brand and how to join the Miele TradePRO program. Before leaving, each guest can enter for a chance to win a Miele CM6550 Countertop coffee system to continue the experience at home.

#### **About Miele**

Founded in Germany in 1899 with a single promise of Immer Besser, a phrase meaning Forever Better, Miele is the world's leading manufacturer of premium domestic appliances with more than 20,100 employees, 12 production facilities and representation in nearly 100 countries. 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; ranges; built-in convection, speed, steam and combi-steam ovens; cooktops; ventilation hoods; refrigeration; wine storage and espresso/coffee systems.

To learn more, visit [www.mieleusa.com](http://www.mieleusa.com) or [www.youtube.com/mieleus](http://www.youtube.com/mieleus), and follow us on [www.facebook.com/mieleus](http://www.facebook.com/mieleus) and Instagram @MieleUSA.

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