

Press release
No. 066/2023

Low-fat frying in Miele oven with new AirFry function

- ▶ Crispy French fries and golden breadcrumb coatings without additional fat
- ▶ Attractive promotional oven models from February 2024
- ▶ Perforated Gourmet baking and AirFry tray as well as grilling and roasting insert available as separate accessories

Gütersloh/Berlin, August 30, 2023. – Golden crust on the outside, tender on the inside – that is how perfect French fries ought to be. This is traditionally achieved by deep-fat frying potato chips in copious amounts of hot fat or cooking oil. A much lower-fat alternative and hence the healthier option is baking this favourite snack in the oven. Often, though, the results are not as crispy as they should be and sometimes even a bit on the dry side. With a Miele oven in combination with the perforated Gourmet baking and AirFry tray, French fries come out evenly browned and perfectly crispy.

Frying in so-called air fryers is currently very popular as food is not deep-fried but, instead, fried in hot air. This cuts down on calories and is therefore the more wholesome alternative. The downside, though, is that separate small appliances clutter the worktop and take up space, and hot-air fryers have their limitations, too, when cooking multiple portions one after the other.

The oven, an appliance which is already a standard feature in virtually all kitchens offers much more space and perfect results. Spread out over a baking sheet, much larger quantities can be prepared, extremely simply and without added fat, at 190°C in the Fan Plus programme.

The process is simplified even further with a promotional oven with the new AirFry mode which is to premiere at this year's IFA trade show. AirFry combines Fan Plus and Top Heat with the relevant temperature. This way, French fries and other popular snacks such as chicken nuggets, fish fingers and spring rolls come out deliciously crispy. Along with the operating mode, the perforated Gourmet baking and AirFry tray also contributes towards a crispy finish when hot-air frying. Apart from air-fried finger food, this special-purpose tray is also ideal for baking crispy bread, pizza and tarte flambée. Pastries made from yeast or Germany's popular quark and oil dough have a fluffy crumb and an evenly browned surface. Yet another application for perforated trays is the gentle drying of fruit and vegetables.

The smaller grill and baking sheet represents an alternative to the tray. Combined with a universal tray, it is particularly good for larger roasts and cuts of meat as well as grilled chicken. Fat drips into the tray below, cannot burn on and hence renders cleaning simpler. The stock can later be used to make tasty gravy. After cooking, the trays are cleaned fast and effortlessly thanks to the patented PerfectClean finish, ready for their next use. This special coating also dispenses with the need for greaseproof paper, which only degrades slowly when binned. Both trays are available separately as accessories.

The promotional oven comes replete with the perforated Gourmet baking and AirFry tray, along with standard components (baking sheet, universal tray, baking and roasting rack and FlexiClip telescopic runners). The oven also comes with a voucher for the grilling and roasting insert, which can be redeemed by customers, free shipping included. Shipments of these promotional units are due to commence in February 2024.

Media contact

Julia Cink

Phone: +49 5241 89-1962

Email: julia.cink@miele.com

Company profile: Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. Their product portfolio also includes dishwashers, washing machines and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications. Founded in 1899, the company has eight production plants in Germany, one each in Austria, the Czech Republic, China, Romania and Poland as well as two production plants belonging to its Italian medical technology subsidiary Steelco. Sales in the 2022 business year amounted to around € 5.43 bn. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries/regions. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 23,300, of which approx. 11,900 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are two photographs with this text



Photo 1: Crispy and golden brown on the outside and tender on the inside: That's how French fries are supposed to be. This is achieved without the use of fat thanks to the AirFry function in a Miele oven with the requisite accessories, such as the perforated Gourmet baking and AirFry tray shown here. (Photo: Miele)



Photo 2: The Miele oven as air fryer: With the AirFry function and the grilling and roasting insert, the skin on chicken is crispy while the meat remains juicy and tender. (Photo: Miele)

Text and photo download: www.miele-press.com

Follow us on:

 @Miele

 @Miele_com

 Miele