

PRESS RELEASE



Sonia Peronaci who will be cooking at the NEFF EuroCucina booth



Tuscany – the inspiration behind the NEFF stand design



British chef John Quilter who will put a spin on Italian classics

NEFF PAYS TRIBUTE TO TRADITIONAL FAMILY FARMS WITH TUSCAN FARM DESIGN

Milan, 7 June 2022. NEFF is opening the doors of its Tuscan Farm inspired EuroCucina booth to visitors from all over the world. The stand design pays tribute to traditional family farms, the original place “to work from home” or “home office” – and by putting the spotlight on some key Tuscan producers, NEFF aims to shine a light on farmers everywhere who kept working and kept us fed during the pandemic.

The Tuscan farmhouse theme is also a natural fit for NEFF because it embodies the authenticity of ingredients, something NEFF feels passionately about. The NEFF stand will host wine tastings with winemaker and writer Roberto Cipresso, and oil tastings with highly regarded oil producer Giorgio Franci. Both producers embody Tuscan tradition and authenticity and they will enrich their tasting sessions with fascinating anecdotes and stories of their craft and will take NEFF guests on an unforgettable journey to discover the scents and flavours of the Val d’Orcia. The stand will also showcase the creations of flower designer Cecilia Paganini, aka La Fiorellaia, who will host a workshop every day, to show how fresh flower arrangements can transform any kitchen, and turn a home into a fragrant and welcoming space.

As always, the NEFF booth features an inviting dining table to highlight the conviviality of the space and the theme behind it. The booth is completed by a show kitchen area. This year, NEFF are showing off the talents of two very special chefs: Italian cooking legend Sonia Peronaci and British maverick chef John Quilter. Whilst Sonia is cooking traditional recipes with the finest ingredients, John will be putting a spin on tradition.

A key product highlight on the booth are the Slide&Hide® ovens that are celebrating 20 years of breaking the rules with the first fully retractable oven door – making sure nothing stands in the way of cooking creativity. NEFF is using the occasion to look back at 145 years of making

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ovens so visitors may be able to spot some nods to the past on the booth. Of course, the future of oven cooking is also represented, with steam ovens, sous-vide drawers and connectivity. A highlight in the area of ventilation is the beautiful new NEFF Glass Draft Hood that integrates seamlessly in an open kitchen design, and through Guided Air Technology, delivers a groundbreaking performance for all cooking zones. The Glass Panel is illuminated and equipped with endless colour options to delight colour conscious kitchen designers and passionate cooks who simply want to display their favourite colour.

Another product highlight on the booth are NEFF's new wine coolers, which are beautifully designed to integrate seamlessly into any kitchen and are setting the ideal climate to unlock the true tasting notes of your favourite glass of wine.

To find out more about the booth and NEFF events, visit: <https://www.neff-home.com/about-neff/meet-neff/events> and follow https://www.instagram.com/neff_home/ and #NeffEuroCucina for live updates from the booth.



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About NEFF

NEFF develops and produces home appliances for people with a passion for cooking who appreciate functionality, design and ease of use. Founded in 1877 in Bretten in Germany, today the company is one of Europe's leading manufacturers of built-in appliances. The product range covers all the modern kitchen appliances, including ovens, hobs, extractor hoods, refrigerators and freezers, dishwashers and automatic coffee makers. For 145 years NEFF has seen the user as the most important part of the kitchen. The brand continues to set new standards with inspired ideas, especially in its core competence areas of cooking and baking. The CircoTherm® hot air system, Slide&Hide® as the only fully retracting oven door and the effortless TwistPad® single-knob controls. Since 1982 NEFF has been part of BSH Hausgeräte GmbH with headquarters in Munich. For more information see www.neff-home.com. Find NEFF on Social Media.

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