

PRESS RELEASE



NEFF's Inspiration Market at EuroCucina, Salone de Mobile



The international table at the NEFF stand showing off beautiful plate – and glassware



View towards the "Bread" area of the NEFF stand

NEFF BRINGS MARKETPLACE-STYLE INSPIRATION TO THE EUROCUCINA EXHIBITION IN MILAN

Milan, April 2018. Home appliance manufacturer NEFF stopped visitors in their tracks with a booth inspired by a colourful Art Nouveau market, complete with fragrant herbs and spices, and fittingly positioned home appliances, such as the unique Slide&Hide® ovens.

The 2018 Inspiration Market by NEFF was the next step in the brand's venture to get closer to ingredients and the inspiration they bring, something NEFF is passionate about. Visitors could step into separate areas dedicated to fish, meat, bread, spices and wine, where different product categories were fittingly integrated, showing that NEFF home appliances are equipped to take on any culinary curiosities and ideas.

In one corner of the stand, visitors could admire the NEFF x Reiko Kaneko designer plate collection, inspired by Gastrophysics. A must have for flavour-obsessed foodies, the plate collection was based on Prof. Charles Spence's groundbreaking research uncovering how the colour, shape, texture and even weight of crockery can intensify the flavour perception of food. The exclusive plate collection consists of three plates that have been specially designed to heighten the taste of each stage of a meal, and was launched at EuroCucina.

A large showcooking area and a carefully decorated table at the center of the booth completed NEFF's presentation at EuroCucina. Each day, accomplished chef [Misha Sukyas](#) created culinary delights at the NEFF stand. As EuroCucina is visited from journalists, retailers and customers from all over Europe, the NEFF team added an international flair to their cooking demonstrations by inviting bloggers [Claartje Schröder](#) from the Netherlands, [Chetna Makan](#) from the UK and [Louisa Weiss](#) from Germany, to join Italian influencer [Sonia](#)

Press Contact
Vicky Hauer-Bain
PR & Social Media
Manager Region
Europe /Global

Phone: + 0044 1908
32 8586
Mobile: + 0044 7817
124154
Vicky.Hauer-
Bain@bshg.com

www.neff-home.com



COOKING PASSION SINCE 1877

PRESS RELEASE

[Peronaci](#) in creating some truly inspired dishes. All cooking demonstrations were live streamed to the [NEFF Italy Facebook page](#).

The stand was built by [Solutions2](#), a British firm from Birmingham, specialising in quality bespoke stand design.

For more NEFF news, visit www.neff-home.com/press.

-Ends-

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 140 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.



Press Contact
Vicky Hauer-Bain
PR & Social Media
Manager Region
Europe /Global

Phone: + 0044 1908
32 8586
Mobile: + 0044 7817
124154
Vicky.Hauer-
Bain@bshg.com

www.neff-home.com