

V-ZUG Greater China

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Press Release

V-ZUG opens ZUGORAMA in Shanghai

Shanghai, November 6, 2014 -- A premium appliance brand from Switzerland, V-ZUG opened ZUGORAMA, a showroom on Yuyuan Road, Changning District. The guests were very impressed by the V-ZUG appliances in the strikingly modern 700 m² showroom. Founded in 1913, V-ZUG represents the world's highest standard of quality in the appliance industry. Innovation is the key to success when designing high-quality, efficient and practical products that are well engineered. To date, V-ZUG has entered dozens of countries and regions in Europe, Asia and Oceania.

At the opening ceremony, Dr. Dirk Hoffmann, CEO of V-ZUG AG and Mr. Alberto Bertoz, General Manager of V-ZUG Greater China jointly announced the official opening of ZUGORAMA. Celebrity Mr. Nicholas Tse, a Hongkong movie star sent his best wishes for the ceremony to V-ZUG as well. After a standing ovation from the audience, the attending guests toasted to celebrate the historic moment.



V-ZUG AG CEO Dr. Hoffmann, V-ZUG General Manager of V-ZUG Greater China Alberto Bertoz and Michelin chef Andreas Caminada toasted to celebrate the ZUGORAMA grand opening.



by V-ZUG is available in Switzerland and Australia, Belgium, China, France, Germany, Hong Kong, Ireland, Israel, Lebanon, Luxembourg, Malaysia, Netherlands, Norway, Russia, Singapore, Sweden, Ukraine and the United Kingdom.

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Dr. Dirk Hoffmann, the CEO of V-ZUG AG was quoted to say "China is a significant market for V-ZUG and Chinese users are already at the forefront of the world when it comes to the importance attached to home appliances and requirements for functionality, innovative technology and aesthetics. I believe that V-ZUG will add much to the technical sophistication and elegance in China's market for high-end appliances. V-ZUG has set up V-ZUG showrooms in multiple cities and has been partnering with real estate developers in cities such as Beijing, Shanghai and Guangzhou. This suggests that more Chinese users appreciate our brand and our products. ZUGORAMA will further provide an opportunity for us to gain a deeper understanding of the needs for Chinese users so that we can provide them with top-quality products and services."

V-ZUG is more than a brand of appliances, as it also creates and advocates a high-quality lifestyle. The theme for the ceremony is "The Ultimate Lifestyle," and for this V-ZUG invited Mr. Andreas Caminada, a long-term brand partner from Switzerland who is a well-known 3-star Michelin chef, one of top 50 chefs in the world and has twice been identified by Gault&Millau as the "Chef of the Year" with 19 points. He used V-ZUG appliances to make a variety of cuisine such as White truffle potato cream, Ham tapioca with ham spoom and Salmon carrot smoked fish for the attending guests. For a long time V-ZUG has partnered with the world's most recognizable and talented chefs by including their recipes which they specifically design for V-ZUG into V-ZUG appliances. V-ZUG products let users make luxurious food that's comparable to world-class chefs with no hassle. This is as close as anyone is ever going to have their own private world-class kitchen.



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3-star Michelin chef Mr. Andreas Caminada is cooking.

Located in Building 1-2, 1320, Yuyuan Road, Changning District, Shanghai, ZUGORAMA displays premium V-ZUG appliances for kitchens and laundries, such as steamers, washing machines and refresh butler, which represent top Swiss quality. ZUGORAMA will enable Chinese users to experience a superb lifestyle.



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