



V-ZUG Ltd  
Industriestrasse 66, Postfach 59, 6301 Zug, Switzerland  
Tel. +41 58 767 67 67, Fax +41 58 767 61 67  
info@vzug.com, www.vzug.com

GLOBAL MARKETING SERVICES

Jasmin Riesen  
Direct line +41 58 767 64 56  
jasmin.riesen@vzug.com

12 January 2016 NUJ

## **PRESS RELEASE**

# **Combi-Steam MSLQ: the all-rounder for a modern and healthy lifestyle**

*Healthy food in a flash. Vitamins and minerals are better preserved thanks to the gentle preparation in the combi-steam cooker, even when the turbo power functions are activated on the Combi-Steam MSLQ.*

The name says it all – with a combi-steam cooker, you get an oven and a steam cooker in just one appliance. The Combi-Steam MSLQ, V-ZUG's latest generation premium appliance, also incorporates a microwave function. It is therefore the first kitchen gadget to combine the three heating methods – heat, steam and microwaves – in one appliance. This is particularly practical when you want fast but healthy food. after a manic day at work, for example, or when the children come home, starving after a day at school or nursery. However, it also brings numerous options to the table if you're hosting a dinner party with multiple courses or when you feel like taking some time to try out new creations. The Combi-Steam MSLQ adapts itself to the individual rhythm of its user.

## **You are what you eat**

Nutrition has a huge impact on our energy balance and well-being. Cooking with steam is the gentlest way to prepare food as vitamins, minerals and micronutrients as well as the colour and flavour of the ingredients remain largely intact. It is therefore not just a healthier way of preparing food, the resulting dishes are also more flavoursome. The Combi-Steam MSLQ is a world first which enables you to

reduce any cooking process by around a third by switching on the microwaves (power functions). The microwaves work like a turbo switch. At the touch of a button, they speed up every other cooking programme. Nevertheless, the appliance still prepares your meals just as gently as or perhaps even more gently than with conventional cooking methods. Healthy, freshly steamed vegetables for hungry children? Thanks to the PowerSteam button, you can have them on the table before the kids have even hung up their coats. A nice piece of meat or fish for a cosy evening with a surprise guest? This is now possible with very little effort on your part. What's more, the appliance even takes the process of heating up meals to another level. With the PowerRegeneration function, which combines hot air, steam and microwaves, this is just as fast as it is gentle.

### **Top Swiss chefs on board**

The V-ZUG experts have been working meticulously on this innovation for around four years. As always, V-ZUG brought top Swiss chefs on board to get involved with the development of the MSLQ. Big names like Andreas Caminada, Tanja Grandits and Nenad Mlinarevic, who use several combi-steam cookers in their restaurant kitchens every day, incorporated their knowledge into the appliance. With the appliance's GourmetGuide, their expertise is just a touch of a button away. Intelligent automatic programmes are able to perform complex cooking process, which top chefs know inside out, independently. When you buy a Combi-Steam MSLQ, you get a cookery book with 65 inspirational recipes which are already pre-programmed into the device. Simply select the recipe you want and the appliance will perform all the necessary steps automatically – top level cooking with minimal effort. Even when it comes to baking bread (professional baking function) or preparing a high-quality meat dish (soft roasting function), you can rely on the Combi-Steam MSLQ with its extraordinary knowledge – the possibilities are endless.

### **Combining form and function**

The high-quality materials and linear design make the quality of this kitchen appliance apparent when you look at it. There are different options available for the material and the designer handle, meaning that the Combi-Steam will fit perfectly into any kitchen. What's more, the method of operation is also state of the art. The full-colour graphic display boasts touch functionality and always displays the current settings clearly in the form of text and images. If you opt for the top-of-the-range V-ZUG combi-steam cooker, you will discover how the latest technology can enrich your day-to-day life – and

you will also have a kitchen appliance which is as easy to operate as a smartphone and looks as good as a piece of designer furniture.

Further information: [vzug.com](http://vzug.com)

## Photo material



Photo 1  
**The new Combi-Steam MSLQ from V-ZUG combines conventional heat and steam with microwave functionality – a world first**



Photo 2  
**The new Combi-Steam MSLQ from V-ZUG is a triumph of form and function**

### About V-ZUG

V-ZUG is the leading Swiss brand for household appliances and is based in Zug. For over 100 years, the company has developed and manufactured innovative appliances for the kitchen and washroom which simplify everyday life and provide lifelong inspiration and delight – right in the very heart of Switzerland. V-ZUG has 10 exhibition and advisory centres as well as 16 service centres in Switzerland and has representatives in 18 countries all over the world. The company employs around 1400 people globally and is training more than 70 apprentices. As the Swiss market leader, V-ZUG is committed to the economy, society and environment, stretching beyond the company itself. The owner-managed company belongs to the Metall Zug Group, together with sister company Gehrig Group AG and subsidiary SIBIRGroup AG.

### About Metall Zug

Metall Zug is a Swiss industrial holding company based in Zug. It provides a wide range of innovative and sustainable premium and precision products. The Group develops, manufactures and sells technologically advanced appliances, machines and solutions in the household appliance, infection control and wire processing divisions. V-ZUG AG, Gehrig Group AG (household appliance division), Belimed Group (infection control division) and Schleuniger Group (wire processing division) all belong to the Metall Zug Group. The industrial holding company originates from Metallwarenfabrik Zug, founded in 1887, and remains largely in the hands of the founding family today. The Metall Zug Group employs around 3600 people globally and is listed on the SIX Swiss Exchange.