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GLOBAL MARKETING SERVICES

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PRESS RELEASE

Experience networked cooking with Guided Cooking and OptiLink by V-ZUG

Innovations such as GuidedCooking and OptiLink turn induction hobs into network-enabled appliances that greatly simplify the process of cooking. Used in conjunction with smart Kuhn Rikon cookware, GuidedCooking opens up completely new dimensions in the preparation of meals. Like to dazzle your friends with fabulous dishes but want to take the hard work out of cooking them? GuidedCooking is for you. Hobs with the GuidedCooking function communicate with Bluetooth-enabled cookware from Kuhn Rikon, either the Hotpan Comfort or the Duromatic Comfort. The cooking process is managed via the V-ZUG GuidedCooking app, which offers assistance either with preparing entire recipes or just for cooking individual ingredients. For complete cooking assistance, choose a recipe then follow the preparation instructions and start the application. Those who like to play a more active role in the process can use EasyCook to confidently cook individual ingredients, such as an unusual vegetable for example. The hob will then select the optimum level and duration. If wished, the app can keep you informed of the current status of the cooking process and when it is due to end. This makes cooking every dish a stress-free experience, while at the same time optimizing the time and energy required. Do you often forget to switch the extractor on or off? Thanks to networked kitchen appliances this, too, is a problem of the past. Using the OptiLink function, the extractor communicates with the hob and then automatically adjusts itself to the heat setting selected, so you have your hands free and can focus on your cooking.

Further information at: vzug.com

Photo material



Photo 1
Experience networked cooking with Guided Cooking and OptiLink by V-ZUG.

About V-ZUG

V-ZUG is the leading Swiss household appliances brand and has its head office in Zug. For over 100 years, the company in the heart of Switzerland has been developing and producing innovative kitchen and laundry appliances which make everyday life easier while inspiring and delighting users – for a lifetime of enjoyment. V-ZUG has 10 display and advice centres and 16 service centres in Switzerland and is represented internationally in 18 countries. The company has around 1,700 employees worldwide and trains over 70 apprentices. As the market leader in Switzerland, V-ZUG is also committed to improving the economy, society and the environment, in addition to pursuing its own business operations. Together with its sister company Gehrig Group AG and subsidiary SIBIRGroup AG, the owner-operated company belongs to the Metall Zug group.

About Metall Zug

Metall Zug is a Swiss industrial holding company with its head office in Zug and offers a wide range of innovative and sustainable premium and precision products. The group is a technology leader and develops, produces and distributes appliances, machines and solutions through its household appliances, infection control and wire processing business units. The Metall Zug group consists of V-ZUG AG, Gehrig Group AG (Household Appliances Business Unit), the Belimed group (Infection Control Business Unit) and the Schleuniger group (Wire Processing Business Unit). The industrial holding company grew out of the metalwork company Metallwarenfabrik Zug which was established in 1887, and is still primarily owned by the founding family. The Metall Zug group employs around 3,600 people worldwide and is listed on the SIX Swiss Exchange.