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PRESS RELEASE

Anton Schmaus: new ambassador for V-ZUG in Germany

The Swiss kitchen appliance manufacturer, V-ZUG, has a new brand ambassador: 34-year-old Anton Schmaus, “Chef of the Year 2015”, is now the brand’s representative in Germany. His restaurant “Storstad” in Regensburg, Bavaria, is the proud owner of an MSLQ, the new multi-functional steam cooker from V-ZUG.

Down-to-earth yet at home anywhere in the world: Anton Schmaus is an ideal ambassador for the Swiss brand V-ZUG in Germany. The 34-year-old, who grew up in a family of restaurateurs in the Bavarian Forest, learned his trade through classical teaching. His early wanderings took him to Switzerland, Sweden and the US, where he discovered new ideas and ways of thinking.

Today, Anton Schmaus and his wife Anna work for themselves running the restaurant “Storstad” (Swedish for big city) in Regensburg (Bavaria), which quickly found its way onto the epicurean radar. Shortly after the restaurant opened in June 2014, the “Guide Michelin” awarded it one star while “GaultMillau” gave it 17 points and named Anton Schmaus “Newcomer of the Year 2015” in Germany.

In his restaurant with its cosmopolitan air, bar, roof-terrace lounge and attractive view of the old town and Gothic cathedral, Anton Schmaus serves fare that is easily accessible while nevertheless boasting that special something, be it a taste of the Far East (winter codfish with kimchi stock) or an

additional fruit ingredient (Norway lobster with jackfruit). “All in all,” says Schmaus, “I’m a down-to-earth Bavarian.” His aim is to prepare dishes that taste good and that are meant for the stomach and not for the mind. That’s why the portions are a little bigger and there are not quite as many courses on the menu.

Anton Schmaus’ kitchen recently installed a Combi-Steam MSLQ from V-ZUG. The all-rounder from Central Switzerland masters a number of heating methods including steam-cooking accurate to the degree, all known baking processes, microwaving and – a world’s first – a combination of different operating modes. For example, sous-vide cooking processes can be accelerated by means of the finely-dosed application of microwaves. Schmaus uses this technique to cook clams to perfection in four minutes. “It works perfectly,” says the chef.

- V-ZUG is the leading Swiss manufacturer of kitchen appliances, developed and produced in Switzerland for more than 100 years.
- The premium appliances from V-ZUG are used by renowned leading chefs (Anton Schmaus in Germany as well as Andreas Caminada, Tanja Grandits and Nenad Mlinarevic in Switzerland).
- Anton Schmaus (Regensburg, 17 Gault-Millau points, Chef of the Year 2015, 1 Michelin star) became the new brand ambassador for V-ZUG in Germany in 2016.

More information: vzug.com/lifestyle

Photos



Photo 1
Anton Schmaus: new ambassador for V-ZUG in Germany



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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.