V-ZUG UK
T: 0843 289 5759
E: info.uk@vzug.com

MEDIA INFORMATION

29/01/2014

V-ZUG & ROPUNKT sign up for the GLOBAL KITCHEN at KBB2014

A central feature of KBB2014 will be the GLOBAL KITCHEN, a unique area within the show where the exhibition organisers will be promoting the value of appliance demonstrations to kitchen retailers.

V-ZUG, the No1 name in premium quality Swiss appliances, will be creating a demonstration kitchen in partnership with Rot Punkt, and will deliver a programme of live cookery throughout the exhibition.

V-ZUG demonstration chef Nick Crosley will be cooking an exciting variety of foods during the exhibition to demonstrate the impact that cooking live can have.

Nick will also be presenting the V-ZUG Gourmet Academy, a unique programme of in store events and courses that all V-ZUG retailers have access to throughout the year.

“V-ZUG is committed to supporting our retail partners with regular in store cookery demonstrations via our Gourmet Academy programme. In 2013 we delivered over 200 live events across the UK, and our 2014 programme is already extremely busy” comments Kevin John, from V-ZUG UK.

“We are delighted that the organisers of KBB2014 are focusing visitors on the benefits of live cookery and that V-ZUG has been selected as a partner to help in communicating this message”.

(Delegates attending a V-ZUG Gourmet Academy event in 2013)

V-ZUG UK
T: 0843 289 5759
E: info.uk@vzug.com

V-ZUG is Switzerland's No1 appliance brand with a 100 year heritage of designing and manufacturing premium quality appliances for the Swiss market.

V-ZUG is now firmly established in the UK with a national network of display showrooms and an increasing share of premium kitchen appliance sales.

For more information on V-ZUG please contact:

Kevin John

V-ZUG UK

T: 0843 289 5759

E: kevin.john@vzug.com