

Thermador★

NEWS #1/MARCH 2011



VIRTUAL DINNER PARTY UNVEILED

Last month Thermador kicked off the New Year in style with the launch of the Thermador Web Experience, the luxury appliance industry's first-ever immersive cooking and product demonstration website. Known in the food-blogging community as the "Thermador Virtual Dinner," the site communicates directly with the culinary enthusiast - those most passionate about cooking and entertaining at home.

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THERMADOR GARNERS 2011 CES AWARD

In January Thermador was named an International CES Innovations 2011 Design and Engineering Awards Honoree for its recently introduced Steam & Convection Oven.

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STEAMIN' INTO 2011

Happy belated New Year, everyone. And wow, what a year it should be. As we officially close the books on 2010, I couldn't be more excited to hit the ground running on what is shaping up to be a landmark season. I can sum up this year for you in one word: Steam.

As you'll recall, late last year we introduced the revolutionary Thermador Steam & Convection Oven, which garnered a 2011 CES Innovations Award last month and was the talk of the appliance town. Well, we're carrying that full head of steam into this year.

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MARKETING MINUTE

THERMADOR REVAMPS ONE TWO FREE™ OFFER

The luxury-appliance industry's ultimate smart value offer will now give wine lovers something to toast to. Beginning this year Thermador expands its industry-leading [ONE TWO FREE](#) program to now include a free step-up to the top-of-the-line [Sapphire™ 6-program Dishwasher](#) with the purchase of any [Freedom® Collection Wine Column](#). The 2011 version of this highly successful promotion, originally introduced in 2009, will give participants the chance to save up to \$5,747.



BEFORE



AFTER

PRODUCT SPOTLIGHT



STEAM & CONVECTION OVEN

Introduced late last year, the Thermador Steam & Convection Oven is the luxury industry's first oven to combine three distinct cooking options - steam, convection and a combination of the two. It also includes 40 automatic food programs, nine advanced cooking modes and a series of advanced features that are geared toward the true cooking enthusiast.

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SAPPHIRE SERIES DISHWASHER

The top-of-the-line Sapphire combines powerful water pressure with increased temperature to deliver the ultimate heavy duty washing performance.

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RECIPES OF THE MONTH



BRUSCHETTA

Bruschetta doesn't have to be topped with tomatoes, garlic and basil. We'll introduce you to three delicious variations.

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CORN & BLACK BEAN QUESADILLAS

The sweetness of the corn combines with fiery pepper jack to offer a wonderful alternative to standard quesadillas.

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BLUEBERRY PANCAKES

This perennial favorite can also be made with lemon zest and cornmeal for a delicious variation to the more familiar version.

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