

Geislingen, February 2018

Perfectly under control.

The all-new pressure cooker WMF Perfect Premium with Perfect Control handle.

In today's fast-paced society and with so many appointments, invitations and things to do, there is often little time left over to cook healthily. We are all under pressure! However, this can actually be to our advantage and help us to achieve a healthy lifestyle with a balanced diet amid all the chaos of everyday life. The WMF brand has the answer with the new and practical Perfect Premium pressure cooker range. The motto "The perfect meal – one pot and just a few minutes" describes the cooking method perfectly. Pressure cooking is not only one of the healthiest ways of preparing food, it also saves time and energy. Vitamins and minerals are retained and flavours are preserved during cooking. From fruity-spicy cream of pumpkin soup to chick pea stew and a sweet rice pudding dessert – there are no limits to the variety of dishes you can prepare.

Time-saving and tasty

The pressure cooker offers high safety standards and top quality, and is made in Germany. Thanks to the two different cooking levels, vegetables or meat are always cooked under the correct pressure, saving time and energy. Practical: The All-In-One control knob. It is easy and convenient to use, and controls all the settings instantly. The pot can be opened and closed with just a click, and you can choose the cooking level and release the steam with one hand. The removable handle can be quickly and thoroughly cleaned by hand under running water. All other parts, except the sealing ring, can be cleaned in the dishwasher. Another benefit: As the lid always remains closed, the kitchen is not filled with odours. By saving time during the cooking process, healthy and extravagant dishes are now easy to prepare as part of everyday life. The new pressure cooker is a must-have item in every kitchen.

Range and material

Design: Metz & Kindler
Range: available in different sizes and set combinations
Materials: Cromargan®: Stainless steel 18/10, polished
Available from: May 2018





About the WMF brand

The WMF brand has been setting standards with its innovations for more than 160 years. It is also an important source of inspiration within the market. Its products, their exceptional design, perfect functionality and highest quality whet the appetite for wonderful culinary experiences: from preparing and cooking through to dining and drinking – four moments in which the WMF brand sits at the heart of the customer's life. WMF products make cooking a pleasure. From preparing ingredients using kitchen knives with precise cutting performance and cooking with innovative cookware through to dining with stylish cutlery, decanters and table accessories, products from the WMF brand transform all these moments into something special. WMF is a brand within the WMF Group headquartered in Geislingen an der Steige, which has belonged to the French Groupe SEB consortium since the end of 2016.

Press contact

häberlein & mauerer
communication agency
sabrina keller | consultant food + beverage
franz-joseph-str. 1 | 80801 munich | germany
tel. +49 89 38 108 184
sabrina.keller@haebmau.de
www.haebmau.de