

E: sales@fagorbrandt.com
www.dedietrich.co.uk



PRESS RELEASE

'EASY TO USE AND DELIVERED PERFECT RESULTS'
DE DIETRICH ICS OVEN WINS INTELLIGENT COOKING TEST
ON CHANNEL 5'S PRIMETIME GADGET SHOW
Maximum 5G's Awarded

The De Dietrich DOP895B Oven was one of three intelligent ovens tested for the weekly 'Jon's test' segment on Channel 5's primetime 'Gadget Show', broadcast on August 10th 2009.

The independent test was performed by regular presenter, Jon Bentley together with TV chef, Simon Rimmer and featured the Electrolux Inspiro Oven, the Miele H5681B Oven and the recently launched De Dietrich model. Testing purely their intelligent automatic cooking options, all from a cold start, three identically sized pieces of beef sirloin were cooked in the separate ovens using their relevant 'roast beef' settings.

The De Dietrich DOP895B was the clear winner and was awarded the maximum 5G's rating by the Gadget Show. The presenters liked both the look and styling of the oven and were impressed by its electronic touch control panel. Simon Rimmer also highlighted that the De Dietrich oven was very *'straightforward'* to use. At the end of the specified cooking time the chef then judged the intelligently roasted beef and stated it *'had good colour', 'lovely mouth appeal', was 'delicious' and 'impressive'*. Jon Bentley went on to say about the De Dietrich DOP895B oven that *'Simon [Rimmer] could not fault it.'* Jon's overall judgement was that the De Dietrich DOP895B was *'easy to use and delivered perfect results'*.

Richard Walker, sales and marketing director of De Dietrich Kitchen Appliances says:
'We developed the first intelligent oven in 2003 under the De Dietrich 'ICS' (Intelligent Control System) banner, and we have always been very confident of the automatic cooking applications of our products. To have our latest oven tested on this primetime TV show was an ideal way to convey the message about the concept of intelligent cooking to the viewing public. To be awarded the highest accolade of 5G's under independent testing conditions serves as a ringing endorsement of a technology that we pioneered and continually promote.'

[Ends]