

## Valuable exchanges and effective storytelling – GRAEF at Ambiente 2023

**(Arnsberg, February 2023)** Full house for GRAEF at the kitchen appliance maker's 100-square-meter booth at Ambiente in Frankfurt, Germany. From February 2 to 7, the leading international trade show for consumer goods provided the family-owned company from the Sauerland region a platform for lively discussions, manifold inspirations and, of course, for presenting its products and brand. GRAEF showcased a variety of product highlights from the three "competence worlds" of cutting, baking and coffee, embedding them into well-rounded storytelling. Customers, retail partners, trade show visitors and press representatives filled the stand on all days of the fair, among them a remarkably high number of international guests. „We were very positively surprised by the great response and the high attendance at the fair. We finally had the chance to personally bring home our brand experience, philosophy and products to a larger audience again. The show was an important stimulus for the year, during which we will draw on the many good and fruitful conversations,“ says Christian Strebl, who attended the fair for the first time in his new role as GRAEF's CCO.

Ambiente is one of the most important trade shows for GRAEF. The family-owned company not only received its guests in a new, larger booth this year. It also used the new stand for an elaborate narrative concept, spanning from the brand to the sensibly interlocking competence worlds to the topic of sustainability, which unites the company's vision and products. The concept met with broad approval from the trade show audience and gave special impact to innovations and highlighted products. GRAEF's presence at Ambiente was also flanked by a large-scale social media campaign, mainly to give the general public a chance to also take part in the event. One special highlight was the livestream of Ralf Gießelmann preparing his trademark bread: Pane Maggiore.

### Ambiente overview: New products from the different competence worlds

#### From the bean to the perfect cup of coffee – the GRAEF barista world

After the GRAEF brand and philosophy, the next theme visitors could plunge into was the world of coffee. GRAEF discovered this topic in 2009 and has been expanding its range of coffee-making products ever since. The segment

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Trade fair kick-off at the GRAEF stand at Ambiente in Frankfurt



The GRAEF universal slicer range „handmade in Germany“



Christian Strebl, Chief Commercial Officer at GRAEF since the beginning of the year

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is mainly driven by the company's portafilter machines and matching coffee grinders. Among them, one product innovation stands out in particular: the **CM1012 premium coffee grinder**. Manufactured in Italy, the new device impresses with whisper-quiet operation, disc grinders, and stepless grind settings allowing superfine adjustments. The grinder's innovative ACE system keeps unwanted lumps from forming in the ground coffee and actively counteracts static buildup in the grounds. Raffaele Luliucci, Espresso Italiano Champion 2018 and in-house barista, put the new "aroma partner" to the test at Ambiente and prepared delicious coffee creations at the company's booth.

### A new competence world at GRAEF – (Bread) baking

With the taste of full-bodied espresso still on their tongues, visitors entered the company's new competence world: the world of (bread) baking. Everything started when GRAEF introduced its first stand mixer – the MYestro – at IFA 2022. Now, just half a year later, the segment is being expanded by the **automatic bread maker BA706**, sporting a classy iron mica housing. With 35 pre-installed and specially created recipes, the compact helper can not only conjure up sourdough rolls, banana bread or brioche; at the touch of a button, it also prepares jams and compotes. Use the intuitive touch display to set the integrated timer, and your favorite bread will be ready at just the right time. Bread combines the worlds of baking and slicing like no other. So it wasn't surprising to see top chef Reiner Neidhart and competence ambassador and bread sommelier Ralf Giebelmann work hand in hand at the booth's cooking corner. Fresh-baked warm bread, deliciously topped with creative spreads or thinly sliced toppings, clearly showed how well the family-owned company's products harmonize with each other.

### The core segment – the world of cutting

Naturally GRAEF also presented its key product range, the universal slicers, in a wide variety of versions. With a **concept, performance and design study** created at short notice, the company showed that, as a specialist in this field, it can create suitable solutions for any area of application, and do so in the shortest possible time – the sample for the study was created in just six weeks. The cantilevered all-metal housing of the all-purpose slicer combines practical features such as a roll-cutting function with high-quality looks. The integrated knife drawer stores kitchen knives safely and quickly within reach. The extra-large cutting board, made of fine walnut wood and providing small pits for dip bowls, can also be used to arrange a snack at table. To properly fill the knife drawer, another innovation was introduced at Ambiente: four different types of first-class GRAEF **kitchen knives**. The vegetable, santoku, chef's and bread knives have all been hand-ground and fine-polished according to traditional techniques in Solingen. Thanks to the excellent quality of the blades, they ensure maximum sharpness and corrosion resistance in any kitchen.

### GRAEFgreenfamily – products for a sustainable lifestyle

The story and tour offered by the booth was completed by an installation about the GRAEFgreenfamily. A field trial with test families showed that more than 20% plastic waste can be saved by using a GRAEF all-purpose slicer. In the experiment, freshly slicing up larger pieces of food also noticeably

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The management was pleased about the successful fair.



One of many novelties:  
four kitchen knives



The BA706 breadmaker was presented for the first time at Ambiente.

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reduced food waste. This is exactly the vision GRAEF pursues: to become the market's most popular and sustainable supplier of cutting technology and kitchen appliances, inspiring a sustainable lifestyle.

Further information on Gebr. GRAEF GmbH & Co. KG is available at [www.graef.de](http://www.graef.de) and on the company's social media channels.



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### About the Gebr. GRAEF GmbH & Co. KG:

Founded in 1920, Gebr. GRAEF GmbH & Co. KG from Arnshausen is one of the leading manufacturers of cutting machines for private and commercial use. Since 2022, the family-owned company, now in its fourth generation, has had a new brand claim: „For today. For tomorrow. For you.“, which underlines the corporate philosophy and is equally a decisive message for the future. The new claim underlines GRAEF's philosophy and also holds an important message for the future. Thanks to many years of expertise, technological know-how, and absolute passion, GRAEF stands for durable products meeting the highest standards of quality and design. The company's greater vision: to become the most popular and sustainable supplier of cutting technology and kitchen appliances and thereby inspire customers to practice a sustainable lifestyle.

The innovative products of the Arnshausen-based manufacturer have repeatedly set industry standards, especially its all-in-one slicers for private households. The GRAEF company also supports consumers in their daily indulgence with portafilter espresso machines, coffee grinders, kettles, choppers, dehydrators, blenders, an ice cream maker and a multi-grinder. Nationally and internationally, its products are known for high-quality workmanship, durability, user-friendliness and sophisticated design. They have been awarded the most coveted design prizes many times and repeatedly achieved top marks in product tests. Since 2004, GRAEF has been named "Brand of the Century" multiple times – most recently in 2022, after already receiving the Plus X Award for "Best Brand of the Year 2020" and the Plus X Award for Sustainability in 2022. Also in 2020, the kitchen appliance manufacturer collected the most Plus X Award seals of approval within its product group and was named "Most Innovative Brand 2020".

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### More information

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