

# THE KNOWLEDGE

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**SIEMENS**

Siemens – when you want it all...

Siemens has established itself as an authority in the cooking appliance market, catering for all built-in appliance needs with a collection that is technically advanced, eco-friendly and designed to co-ordinate perfectly. From ovens and hobs, steam ovens and microwaves to warming drawers and coffee machines, Siemens innovates. In this final edition of its successful 2007 series of The Knowledge, Siemens focuses on two significant areas of product innovation – steam and induction – and with this, some of the “luxury” items that bring further sales opportunities for retailers; additional style to consumers’ kitchens, and convenience to the cooking and entertaining experience.

## Best in class

### COOKING WITH STEAM HAS DEVELOPED

Consumers nowadays are certainly tuned into the health benefits of cooking with steam, but a misconception exists that the method produces a rather bland end-result and is limited to foodstuffs such as fish and vegetables – most have forgotten the days of gran’s hearty steak and kidney puddings, steamed treacle offerings, dumplings and traditional homemade Christmas pudding.

But, grandmother’s old recipes aside, cooking with steam did restrict the cook’s scope to some degree, until the next-generation steam oven, providing steam cooking, fan cooking, or a combination of the two in an intuitive, stylish appliance, came into the consumer domain. For those wavering on the benefits of a steam oven and the space available to fit this with

a conventional/fan oven, retailers now have a proposition that does away with the limitations of the solitary steam oven with a model that provides an all-inclusive solution for cooking meats, fish, vegetables, breads and desserts. Splendid combinations, such as glazed gammon with roast Mediterranean vegetables and sauté potatoes with sticky toffee puddings to follow, can all be cooked in a combi steam oven.



Build the dream, and, fulfil it

### The benefits of steam cooking

Siemens’ HB36D570B, which is part of Siemens compact45 collection, offers multi-level cooking with steam, hot air or a combination of both, with a selection of 52 automatic cooking programmes for ease of use. The innovative combination of steam and fan cooking produces deliciously moist, browned, crispy food. Whether steaming, roasting or baking, this versatile oven delivers healthy food in a quick and energy-efficient manner.

- ✓ Food retains vitamin and mineral content and moisture
- ✓ No need for additional salt and oil while cooking
- ✓ No loss of texture, taste or colour
- ✓ Perfect for reheating food
- ✓ Lower cooking temperatures conserve energy

## PRODUCT BENEFITS

- ✓ 3 shelf levels optimise cooking capacity
- ✓ Various types of dishes can be cooked at the same time without flavours intermingling
- ✓ Intuitive programmes, based on food types and weight, take the guesswork out of cooking
- ✓ Memory function for storage of favourite cooking processes
- ✓ Suitable for building into a 60cm wide, tall housing; base unit installation; side by side with appliances from Siemens' compact45 range; in column with other Siemens cooking appliances such as a single oven and warming drawer.

For the consumer who prefers two dedicated ovens for steaming and conventional/fan cooking, Siemens' compact45 range holds the perfect solution: steam oven HB26D550B is a 35-litre capacity, steam-only model with electronic touch-control, 5 temperature options, LED clock and temperature display. Recommend teaming this with the new pyroKlean compact45 electronicPlus model HB36P570B: 42 litres of capacity in an electronically controlled, multifunction oven with the ultimate convenience of a cost-effective, self-cleaning system. pyroKlean costs around 25 pence per cycle, and takes approximately an hour to complete.



*Don't worry about the technology inside, or about cleaning the oven!*

## Adding opportunity...

Siemens also provides additional sales opportunities over and above most manufacturers' traditional oven and hob combinations with appliances that bring added convenience and the finishing touches to the kitchen. Such products will help make cooking and entertaining a more enjoyable experience for your customers.



■ **Siemens' warming drawers** take the worry and hassle out of food preparation and serving. They co-ordinate perfectly with all ovens in the company's cooking ranges and come in a choice of 6 or 12 place-settings. These appliances will warm crockery and keep food hot for up to an hour. They can be used to gently thaw foodstuffs, warm breads and to prove dough.



■ If the perfect finish to a meal is a good cup of coffee, the **Siemens coffee centre** is the way to make it. This versatile appliance will produce cappuccino, espresso, latte or any variation of coffee or hot drink. The large 400g coffee bean container with aroma-retaining lid retains freshness in the beans, and the unique "aroma whirl" system provides the very best in flavour extraction at the point of brewing.

## Induction technology

There can be no talk of innovative, energy-saving technology without including induction; a technology which has, not surprisingly, earned recognition from some of Britain's best chefs. It is the safest, fastest and most efficient method of hob cooking. But induction does need explanation and is a technology that lends itself perfectly to demonstration. And what better for your customer than to see the speed with which the contents of a pan boil then touch the cool surface of the hob that just performed that task?

### HOW DOES INDUCTION WORK?

The element in an induction hob is a powerful, high-frequency electromagnet which generates magnetic energy. When an iron- or steel-based pan is placed on the hob, the field induces energy into the metal, causing the pan, and not the hob, to heat up. Controlling the strength of the electromagnetic field instantly controls the heat generated in the pan. Induction hobs do require the use of pots and pans with suitable ferrous content, and Siemens provides a set of induction pans (HZ390040), which offer first-rate heat distribution, as an optional extra.



*Seeing is believing: demonstration speaks volumes*

### THE BENEFITS OF INDUCTION COOKING

- ✓ Heats up and cooks quicker than gas
- ✓ Heat is generated in the pan only, so more energy efficient than gas and electric
- ✓ Precise, instant control
- ✓ Easier to clean as spillages won't burn onto hob surface
- ✓ High safety factor – no naked flame or radiant heat source

### PRODUCT BENEFITS

- ✓ Automatic pan-recognition sensors
- ✓ Variable 17-stage electronic temperature display for individual zones
- ✓ LED timer for individual zones
- ✓ Boost function and Keep Warm settings
- ✓ Memory function (model dependent)
- ✓ Auto safety cut-out; Child lock; Emergency stop

Siemens has an impressive range of induction hobs, with models EH 77S501E, EH 78S502E, EH 99S501E and EH 95S501E boasting the unique "touchSlider" control, which is operated by gliding a finger across the panel to activate the appropriate power level on the selected zone.



*Just "glide" away*

### DELIVERING CONFIDENCE...

Appliances in Siemens' cooking collection can be mixed and matched to provide bespoke kitchen tailoring. All are finished in the highest grade materials, incorporate intelligent technology, are manufactured with the best energy efficiencies in mind and supported by Siemens' acknowledged marketing initiatives, product training, retailer backup and after sales service.