

**For Immediate Release**

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**Miele Canada Announces New Miele Experience Centre Coming Soon to CF Sherway Gardens.**

Miele Canada is excited to announce its newest Miele Experience Centre (MEC) opening at CF Sherway Gardens in the spring of 2024, marking the second in-mall retail location for Miele in Canada, joining the existing Toronto flagship store at Yorkdale Shopping Centre.

This flagship store will showcase appliances from Miele's latest Generation 7000 cooking line, MasterCool built-in refrigeration, W1 and T1 laundry appliances, coffee machines, an assortment of robot, bagged and bagless canister vacuums, as well as the latest Miele Triflex cordless stick vacuum cleaners, and Miele's own Cleaning and Care Products. Phil Angemi, Vice President of Sales of Miele Canada, highlights, "The introduction of this new retail space presents an exceptional chance for us to showcase our innovative appliances to the residents of the West Greater Toronto Area, while inviting them to discover an exceptional customer experience while exploring the Miele Brand."

CF Sherway Gardens is a leading retail destination in Toronto's west end, strategically located in a heavily populated and affluent trade area. The property, which has undergone recent redevelopment and expansion efforts, now features a revamped food court, three full-service restaurants, and an expanded selection of over 50 additional retailers, totalling more than 180 stores.

In addition to showcasing Miele's premium appliances, the MEC will allow consumers to experience interactive product demonstrations led by expert sales associates, providing invaluable insights into the world of Miele craftsmanship and innovation.

"Our future Miele Experience Centre at CF Sherway Gardens reflects Miele's commitment to continually strengthening our brand while delivering unmatched quality and innovation," adds Nelson Fresco, President and CEO of Miele Canada. "We're creating a space where consumers can explore the possibility of building their dream home."

To stay updated on this exciting venture, follow our LinkedIn page and Facebook for the latest updates.

For media inquiries, please contact:

Marta Sadowski  
Sundae Creative  
[marta@sundae-creative.com](mailto:marta@sundae-creative.com)

Joanne Gorry  
Miele Canada  
[joanne.gorry@miele.com](mailto:joanne.gorry@miele.com)

Eric Tanguay  
Miele Canada  
[Eric.Tanguay@miele.com](mailto:Eric.Tanguay@miele.com)

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## Miele Company Profile

Founded in Germany in 1899 with a single promise of *Immer Besser*, a phrase meaning *Forever Better*, Miele is the world's leading manufacturer of premium domestic appliances. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 22,300, of which approx. 11,200 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia. As a premium appliance brand represented on all continents, Miele is steadfastly committed to the highest quality, performance, and environmental standards. Miele's range of exceptional consumer appliances includes: vacuum cleaners, laundry systems, rotary irons, dishwashers, ranges, built-in convection/speed/steam/combi-steam ovens, cooktops, ventilation hoods, refrigeration, wine storage and coffee systems.

Miele Canada was established in 1989 with headquarters located in Vaughan Ontario. To learn more, visit [www.miele.ca](http://www.miele.ca) or follow us on [Facebook](#), [X](#), [Instagram](#) and [YouTube](#).



**Photo 1:** First preview of the façade inspiration for the Miele Experience Centre CF Sherway Gardens.