

For Immediate Release

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Miele Canada Celebrates the Opening of the Miele Experience Centre at CF Sherway Gardens

Miele Canada is pleased to announce the opening of its newest Miele Experience Centre (MEC) at CF Sherway Gardens, which took place on June 25, 2024. This occasion marks a significant expansion of Miele’s presence in Canada as the sixth MEC nationwide and enhances the brand’s accessibility to consumers in the West Greater Toronto Area.

The store features models from the latest Generation 7000 cooking line, MasterCool built-in refrigeration, W1 and T1 laundry appliances, coffee machines, an assortment of vacuum cleaners, including the latest Miele Triflex HX1 and HX2, as well as Miele’s own Cleaning and Care Products. Celebrating the brand’s 125th anniversary in 2024, the new MEC at CF Sherway Gardens will feature a selection of new anniversary products, including the exclusive 125 Edition Matte Black Countertop Coffee Machine and Complete C3 125 Gala Edition canister vacuum cleaner.

In addition to showcasing Miele’s premium appliances, the MEC will provide consumers with the opportunity to engage in interactive product demonstrations led by expert sales associates, offering invaluable insights into the world of Miele craftsmanship and innovation. Demonstrations will include cooking with Miele’s pioneering steam oven technology, the Miele Coffee experience featuring both built-in and countertop models, and the comprehensive range of Miele vacuums to help customers choose the right vacuum for their homes.

As part of the opening celebrations, Miele has organized culinary demonstrations allowing guests to be treated to a sampling menu prepared by Miele’s own in-house chef, demonstrating the exceptional capabilities of Miele appliances. Guests will also have the chance to win fantastic prizes, such as vacuums and coffee makers, through exciting contests.

CF Sherway Gardens stands as a premier retail destination in Toronto’s west end, strategically located in a bustling and affluent trade area. The property, which has undergone extensive redevelopment and expansion, now boasts a revamped food court, three full-service restaurants, and an expanded selection of over 50 additional retailers, totalling more than 180 stores.

“We are delighted to open the doors of our Miele Experience Centre at CF Sherway Gardens,” said Nelson Fresco, President and CEO of Miele Canada. “This new location is not just a store but a destination where customers can truly engage with our brand, explore our innovative products, and experience firsthand the exceptional quality that Miele is known for. We look forward to welcoming the community and helping them create their dream homes with Miele.”

Stay updated on this exciting event by following our LinkedIn page and Facebook for the latest updates.

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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 or follow us on [Facebook](#), [X](#), [Instagram](#) and [YouTube](#).



Photo 1: Front view of the new Miele Experience Centre at CF Sherway Gardens.



Photo 2: Overview of the Miele Experience Centre showcasing the front desk, laundry area, and vacuum display.



Photo 3: Overview of the cooking area featuring Miele cooking appliances, coffee machines, and our live kitchen for cooking demonstrations.