

12 September 2019

Groupe SEB launches Steam'up and revolutionizes steam cooking

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Always one step ahead, Groupe SEB, having revolutionized consumers' culinary habits with products like the pressure cooker or the Actifry, launches Steam'Up.

Made in Is-sur-Tille (Burgundy), Steam'up by Moulinex revolutionizes steam cooking and offers a new way to reveal all the flavours of everyday dishes, in all simplicity.

The Steam'up is based on innovative, patented steam cooker technology: the device projects the steam downwards, which makes it possible to cook all the ingredients at the same time in a single dish (16 to 28 cm in diameter): the meat and fish flavours combine delicately with those of the vegetables; the dishes can be complemented and enhanced by spices and sauces for more elaborate recipes. Steam'up has automatic programmes for cooking fish, meat, vegetables or legumes. As the device is not in contact with food, it can be cleaned by simply wiping it with a damp sponge after use. Its compact size also makes it convenient for storage. As Moulinex always does, the product comes complete with a book of 30 recipes, with 80 more recipes available online and soon on a dedicated mobile app.

Feedback from the first customers is enthusiastic: **internet users awarded** at least 4.3 out of 5 stars on sites where the product is listed.

With the mixture of flavours during cooking, Steam'up opens the way to new, tastier and more indulgent steam cooking.

The observation was made by **12 top partner chefs from Burgundy¹ who tested the new steam cooker and concocted original recipes** (lacquered steamed aubergines, cod stew, fruit ravioli, etc.). These recipes will soon be available on the internet and on the Steam'up app.

A major communication campaign will take place in October and November to accompany the launch prior to the end-of-year celebrations.

Also available on www.moulinex.com



¹ Thomas COLLOMB (Rotisserie du Chambertin in Gevrey-Chambertin), Louis-Philippe VIGILAND (Loiseau des Ducs in Dijon), Eric BRIONES (Les 3 Ducs in Daix), Thomas Saint André (Chez Jo in Dijon), Aurélien MAUNY (La Cloche in Dijon), Mohamed HENNI (Le Château de Saulon in Saulon-la-Rue), Clara REYDET (Les Cariatides in Dijon) Richard BERNIGAUD (L'essentiel in Dijon), DZ'ENVIES - David ZUDDAS (DZ'Envies in Dijon), Nicolas ISNARD and David LECOMTE (La Charme in Prenois), Angélo FERRIGNO (soon to open in Dijon), Martial RONCEN (Dr Wine in Dijon)

Next key date

October 29 | after market closes

9-month 2019 sales and financial data

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