

PRESS RELEASE

## **ZWILLING and Cuciniale form strategic partnership to launch smart cooking systems**

**ZWILLING has acquired 25.1% stake in Cuciniale, a promising German start up in the area of digitally assisted cooking. In collaboration with Cuciniale, ZWILLING plans to develop innovative products in this area. In addition to that, ZWILLING's global presence will support the international expansion of Cuciniale.**

**Lindau/Solingen, May 2018.** With their stake in Cuciniale, ZWILLING J.A. Henckels AG is the only strategic shareholder, besides four founders and two private investors. Founder Holger Henke is the sole managing director of Cuciniale. In collaboration with the high-tech start-up, ZWILLING will develop products for digitally assisted cooking.

“Our premium products help prepare, cook and serve food and make kitchens a fun place to be. We’re now taking this a step further with Cuciniale, where with the help of intelligent systems, meals can be prepared perfectly by beginners and hobby cooks alike. We look forward to exploiting those innovative technologies and revolutionizing digitally assisted cooking with Cuciniale,” explains Michael Gordner of ZWILLING J.A. Henckels AG.

The company’s involvement with Cuciniale matches the strategic development of ZWILLING as an international premium brand. Throughout its history of 287 years, the company from Solingen has pursued a continued path of development. Over the last ten years, ZWILLING with its group brands, has built a diversified portfolio of innovative, high quality products in the modern living kitchen, including knives, cookware, kitchen accessories and cutlery. Therefore acquiring a stake in Cuciniale is a logical next step.

Holger Henke, founder and CEO of Cuciniale, explains his company’s strategy: “Our goal is to be the driving force behind the intelligent digitalization of cooking and baking. Our first-built induction hob is as revolutionary as the invention of the digital camera. Cooking will become as simple as it has become for everyone to take fantastic pictures.” And on ZWILLING’s involvement he says: “ZWILLING has been manufacturing superb quality kitchen products for centuries and is excellently positioned internationally. This combination makes ZWILLING a strong partner who we want by our side for the coming revolution in digital cooking.”

# CUCINIALE



ZWILLING  
J.A.HENCKELS

Founded in 2011, the start-up Cuciniale has developed tablet and smartphone-controlled smart hobs for digitally assisted cooking. Based on individual preferences and the autonomous calculation of food properties, the interactive systems automatically adjust heat temperatures and cooking times – for the perfect preparation of every meal in a just a few, simple steps.

Further information available at [www.cuciniale.com](http://www.cuciniale.com) and [www.zwilling.com](http://www.zwilling.com).

## About ZWILLING

The ZWILLING product portfolio includes fine cookware, a wide range of knives, scissors, cutlery and kitchen aids, as well as cosmetics and hairdressing products. ZWILLING was established in 1731 by the cutler Peter Henckels and is today one of the oldest brands in the world. The company employs around 3,800 people around the world in its subsidiaries, over 500 branded ZWILLING stores, concessions, flagships stores and production facilities in Europe and Asia. The ZWILLING Group includes the brands ZWILLING, STAUB, MIYABI, BSF, Demeyere, Ballarini, Tweezerman, Alessandro, Jaguar and Tondeo.

## About Cuciniale

**Cuciniale** is a young company from Lindau on Lake Constance. Its goal is to help everyone cook simply and excellently with Cuciniale products. The GourmetSensor with the GourmetPilot app is the world's first smart cooking navigation system and was awarded the Kitchen Innovation of the Year 2014 prize. In 2016, the smart hob won the coveted Plus X Award for best household appliance 2016/17. Sensors calculate the amount, weight, size and composition of food to make precise preparation recommendations via the GourmetPilot app.

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