

Press release
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New dimensions in design: Miele's new MasterCool series offers insight and overview

- ▶ Fresh food without unpleasant odours thanks to the Longlife AirClean system
- ▶ Integrated cameras always provide an overview of the refrigerator contents
- ▶ MasterFresh Pro: longer shelf life and freshness

Gütersloh/Berlin, July 1, 2025 – Modern, stylish and connected: At IFA 2025 in Berlin, premium manufacturer Miele will present its new generation of MasterCool refrigerators – generously sized fridge-freezer combinations that are sure to be an eye-catching feature in any kitchen. In addition to their impressive size, the focus is on maximum food freshness, user convenience and design. An odour filtration system and integrated cameras for a perfect overview of the contents of the refrigerator compartment make the new generation a technical and visual highlight in the kitchen.

The design of the new MasterCool III series has been completely redesigned, with a clear focus on high-quality materials and striking details. For the first time, the interior is made entirely of brushed stainless steel, conveying an exceptional sense of quality. Solid, dark accents such as the appliance frame, sturdy drawers and framed glass shelves create powerful visual accents and emphasise the elegant, harmonious overall look. The new BrilliantLight Pro lighting concept with integrated LED strips on the sides and additional light sources creates atmospheric lighting. “With the MasterCool III series, we are not only introducing a new design but also providing a holistic experience for discerning customers“, says Holger Keisinger, Senior Vice President of the Refrigeration Business Unit at Miele. “The appliances blend seamlessly into spacious modern kitchens while offering maximum functionality.“

Intuitive operation and smart networking

The new M Touch Pro display offers a high-resolution, full-surface touch interface with intuitive menu navigation. Thanks to Miele@home, all models are fully network-enabled – including the new FoodView function, which is available in selected models. Up to four cameras, located under the upper door racks and on the ceiling, are integrated into the appliances. The cameras capture images of individual areas of the refrigerator, including the interior of drawers, when the doors or drawers are opened and closed.

Customers can conveniently view the images from anywhere via the Miele app, giving them a perfect overview of the contents of their refrigerator. This makes shopping easier and reduces food waste. “These days, our customers expect smart solutions that simplify their everyday lives“, says Keisinger. “With features such as FoodView and the Miele app, we offer exactly that – convenience, control and sustainability all in one.“

With the new MasterFresh Pro freshness system, food stays fresh up to five times longer. This is complemented by the DailyFresh ExtraCool drawer, which is ideal for sensitive food items such as meat, fish or dairy products. Food should not only be stored in a cool place, but also in an odour-free environment. The unique Longlife AirClean System with regenerable activated charcoal filter reliably neutralises unpleasant odours in the refrigerator. The filter is regenerable and remains functional for three years.

Convenience at the touch of a button

Whether it's the Push2open technology for handle-free kitchens, spill-proof shelves that reliably retain spilled liquids and make cleaning much easier, or the integrated IceMaker with QuickIce function, the MasterCool III models offer ingenious solutions for everyday life. Operating modes such as Eco or Holiday mode provide the ultimate in convenience. “When developing the new generation of refrigerators, we consistently focused on the needs of our customers“, says Keisinger. “The result is a product that perfectly combines design, technology and convenience.“

The market launch of the appliances in Europe is planned for November 2025. Additional markets will follow over the course of 2026.

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About Miele: For more than 125 years, Miele has lived up to its brand promise of “Immer Besser” in terms of quality, innovation and timeless elegance. Founded in 1899, the globally active company for premium domestic appliances inspires customers with pioneering solutions for the connected home. In addition, Miele offers appliances, systems and services for commercial use, such as in hotels or care facilities as well as in medical technology. With its durable and energy-saving appliances, Miele helps its customers make their daily lives as sustainable as possible. The company is owned by the two founding families, Miele and Zinkann. In the 2024 business year, Miele generated a turnover of 5.04 billion Euros with approximately 23,500 employees. Its global network comprises 19 production plants and around 50 service and sales subsidiaries (as of February 2025). The company has its headquarters in Gütersloh, North Rhine-Westphalia.

There are two photographs with this text



Photo 1: The new appliances in the MasterCool III range blend seamlessly into spacious, modern kitchens thanks to their stylish modern design. (Photo: Miele)



Photo 2: With the new FoodView feature, available on selected models, customers can conveniently view the contents of their refrigerator from anywhere using the Miele app. This makes shopping easier and reduces food waste. (Photo: Miele)

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