

Press release
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Miele presents its first outdoor kitchen “Dreams”

- ▶ Outdoor kitchen “Dreams” brings the familiar premium experience outdoors
- ▶ Modular and intelligent: Extensive range with modules, accessories, and intelligent “Fire Pro IQ” gas grill
- ▶ Available in Germany, Austria and Switzerland from spring 2026

Gütersloh/Berlin, September 3, 2025 – From grilling and cooking to organising and cooling: Miele is entering the growing market for outdoor kitchens with a new “Outdoor Cooking” product category. “Dreams” is the home appliance manufacturer's first outdoor kitchen with a variety of different modules and accessories. It has a modular design for customised kitchens from small to large. One highlight of the new series is the “Fire Pro IQ”, an intelligent gas grill that precisely regulates temperatures and automatically grills steps in the recipe. The new range will be presented for the first time at IFA 2025 in Berlin.

The oven that prepares your favourite dishes independently or the hob that reliably maintains temperatures: As a manufacturer of premium domestic appliances, Miele has embodied quality, high-quality design, simple operation, and innovative features for over 126 years. With the new “Outdoor Cooking” product category, the company is now transferring this expertise to the outdoor area: “More and more people around the world are discovering the outdoor living lifestyle,” says Dr Axel Kniehl, Executive Director Marketing and Sales. “With Dreams, we are now bringing the special Miele cooking experience outdoors for the first time. This modular outdoor kitchen can be customised and combines minimalist design, intelligent technology and Miele’s premium standards. Our customers can enjoy special moments and perfect results with family and friends, all with the trusted Miele top quality – both indoors and outdoors. It sets a new benchmark for outdoor cooking.”

Miele quality and design – now also outdoors

The entire range is made of high-quality, outdoor-proven materials that can withstand sun or rain 365 days a year. Modularity is an essential part of the design. Whether on a small balcony or a large terrace: Various modules, including several gas grills and Miele's first outdoor refrigerator, can be flexibly combined with each other for small and large outdoor kitchens. Over 60 accessories bring additional preparation methods as well as more flexibility and convenience outdoors – such as hooks and holders for modular cabinet doors that keep

the grill tongs, spatula, or custom-fit cover to hand at all times. Thanks to its minimalist design, the outdoor kitchen is a highlight in any outdoor area.

Automatically achieve the perfect result with the intelligent “Fire Pro IQ” gas grill

Steak and vegetables grilled to perfection, even in rain or wind: The Fire Pro IQ makes grilling and cooking more precise than ever before. As a highlight of the new range, the intelligent gas grill brings several familiar functions of Miele indoor appliances outdoors: At the touch of a button, it heats up to the desired temperature within a few minutes and regulates the heat in its four grilling zones automatically, just like an oven. In windy conditions, to make it clear that one or more burners are lit, a special knob light indicates the status: yellow for on, white for off. For the first time, users can also control the grill remotely via the linked Miele app* or send parameters from specially developed CookAssist recipes to the grill. Thanks to the smart features, the Fire Pro IQ grills entire recipes independently – for a perfect result, with no uncertainty about temperatures and cooking times. Customers can enjoy a barbecue evening with their guests instead of having to spend it at the grill.

Expertise and experience of Otto Wilde Grillers incorporated into outdoor kitchen

Dreams is the first outdoor kitchen from Miele – however, the business segment has been part of the company for some time. Miele acquired shares in the Düsseldorf start-up Otto Wilde Grillers back in 2021 and took it over completely in 2023. This enabled the company to draw on Otto Wilde's experience in the barbecue market when developing the outdoor kitchen. “With Outdoor Cooking, we have found a new product category that suits us perfectly”, says Gernot Trettenbrein, Senior Vice President Business Unit New Growth Factory. “Dreams - the name not only embodies high quality but also illustrates the numerous possibilities for customers to realise their individual dream of an outdoor kitchen”. In conjunction with the launch and the focus on the Miele brand, Otto Wilde Grillers will cease trading at the end of 2025.

Launch in spring 2026 in Germany, Austria, and Switzerland

The Miele Fire Pro, the modules, and the extensive range of accessories will be available in Germany, Austria, and Switzerland via a broad dealer network, the Miele Experience Centres, and the Miele web shop in time for the 2026 grill season. The Miele Fire Pro IQ is expected to follow in summer 2026.

*This is a separate digital offer from Miele & Cie. KG. The range of functions can vary depending on the model and the country. Acceptance of the Terms and Conditions and Privacy Policy for Miele digital products & services in the Miele app required. Miele reserves the right to change or discontinue the digital offer at any time.

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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 three photographs with this text



Photo 1: All modules of the Miele outdoor kitchen Dreams can be flexibly combined with each other – for small and large configurations, in the garden, on the patio, or on the balcony. (Photo: Miele)



Photo 2: With its five sensors in the cooking chamber and on the grill grate, the Fire Pro IQ regulates temperatures more precisely than any other grill. For even more convenience: Simply select an automatic programme in the Miele app, send it to the Fire Pro IQ and be guided step by step to the perfect result. (Photo: Miele)



Photo 3: A perfect combination of grill rack and accessories: Use the modular grilling surface of the Fire Pro and Fire Pro IQ in a new way – with the help of various stainless steel and cast iron accessories. (Photo: Miele)

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