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## GORENJE FOOD PREPARATION APPLIANCES NOVELTIES ON IFA 2024 PR

### SHAPING THE FUTURE OF CULINARY ARTS

#### *New Gorenje Kitchen Machines Mastery Series*

The new series of kitchen machines from Gorenje combines cutting-edge technology with exceptional performance, capable of tackling the most demanding culinary tasks. Four models meet the needs of every chef, from kneading dough to creating culinary masterpieces. We have named the series “Mastery” because these machines transform kitchens into havens of efficiency and culinary inspiration.

#### **The inspiration behind**

You know how that sweet aroma of vanilla, chocolate, and all those delicious ingredients makes everyone's mouth water, but the only problem lies in pre- and post-baking. However, there is an easy solution to this – the kitchen machines.

When developing the new MASTERY SERIES™ of kitchen machines, we considered different cooking and baking styles as well as the needs of home cooks. Our vision was to create a series that satisfies both beginners and experienced chefs. How? With innovation and design, variety of attachments, bowl size and space consideration.

#### **Let's discover the magic of simplicity.**

New Mastery series of Gorenje kitchen robots is set to become your best friend in the kitchen. If you are a pro or just a beginner in baking, there is no difference. You can use the kitchen machine in any possible way to provide the special feeling in your home and enjoy in magic of simplicity at the same time.

We are introducing 4 models of kitchen machines, from mid to high level: compact and efficient model **MMC800CW, Series G200**, fun and multifunctional **MMC1000CA, Series G400**, fun and multifunctional **MMC1000SCB, Series G600** and professional kitchen machine **MMC1500SCB, Series G800**.



Video I: <https://youtu.be/MjvAeykYZDI>

Video: II: <https://youtu.be/vhnwC6-q8xY>