



BORN INNOVATIVE

HOOVER LAUNCHES KEEPHEAT, THE FIRST AND ONLY OVEN CREATED ALSO TO PRESERVE, AT EUROUCUCINA 2018

*KEEPHEAT is a revolutionary product designed to cook and hot storage food,
enhancing the taste and maintaining all the nutritional properties of food*

For **Hoover**, brand of absolute excellence characterized by the **continuous search for innovation** combined with a **high level of design** and the personalization of each product to the needs of consumers, **Eurocucina 2018** marks an important goal: in the setting of the **Candy Group** stand, inside of the *FTK pavilion – Technology for the Kitchen*, there will be the presentation of the exclusive **KEEPHEAT** product, the first oven in the world able to hot storage food.

KEEPHEAT is the first and only oven **designed also to preserve** food. Thanks to the revolutionary **Exever™** technology, KEEPHEAT bakes and hot storage food, keeping it tasty and ready to be consumed at any time. KEEPHEAT is equipped with the patented Exever™ technology and has been developed in collaboration with researchers from the **University of Parma** and with key players in the professional world.

KEEPHEAT allows you to have **“ready to serve”** meals at any time of day, enhancing their aroma, taste and nutritional properties. Moreover, KEEPHEAT introduces, thanks to the use of this technology, a low-temperature cooking system: a technique used in professional kitchens, extremely delicate and respectful of food, perfect for obtaining tender and appetizing foods.

KEEPHEAT represents a **real revolution in the world of cooking**: it can cook our favourite foods and can **keep them at 62 or 70 degrees**, according to the type of food. At these temperatures, food gets even healthier – as nutritional properties remain unaltered – and tastier, since the food gets refined and is always ready to be served on the table without having to heat it.

Therefore, thanks to KEEPHEAT it will be possible to **cook when there is available time**, for example on weekends, and enjoy one’s creations comfortably at home in the preferred times and ways, leaving the taste and aroma of the dishes unaltered and in a time-efficient way; exclusive features which will allow all consumers to benefit from the latest innovations used by kitchen professionals and to **be able to cook and serve healthy and tasty dishes quickly** and with new recipes created to maximize KEEPHEAT’s quality and potential.

Through the **Custom Wizard App**, it will be in fact possible to access a recipe book with a wide selection of dishes, ideas and solutions, as well as having the ability to manage and monitor the KEEPHEAT oven remotely.

KEEPHEAT represents and embodies Hoover’s **ideal hero product**, of which it summarizes all the values: **Explore new Solutions**, with the introduction of an absolutely innovative cooking and storage system, **Style**, with a captivating, elegant and modern product design, and **Care**, that is, the ability to take care of consumers through tailor-made solutions that simplify and improve their lives.



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The product, developed and produced entirely in Candy Group's R&D laboratories, will be **distributed in European markets** in mid-2019.

"With KEEPHEAT a new way of conceiving the oven is born: from a simple tool for cooking and heating dishes, it becomes a tool to preserve and make food healthy and nutritious," commented **Marco Balliano, Head of Built-In Business of the Candy Group**. *"Eurocucina 2018 is the ideal springboard for a product designed to revolutionize the way in which kitchens will be experienced in the future. A future that Hoover wants to write with its consumers."*

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Hoover, international brand with a strong innovative attitude, has been a market trend-setter for more than 100 years, by introducing innovative and highly technological products, with refined and cutting-edge design. It offers a full range of small and large home appliances, both free-standing and built-in, positioned in the high-end market segment. **Hoover** is at the frontier of innovation even for ecological values: all products are in the excellence classes for energy saving and silence. Hoover is among the world-class floor-care market leaders. **Hoover, Born Innovative**

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