

## THE “SOUS VIDE” COLUMN AT EUROCUCINA 2018 WITH A MISSION: TO BRING THE FRENCH HAUTE CUISINE INTO EVERY CONSUMER’S HOME

*Sous Vide is the hero product of Rosières in the FTK pavilion – Technology For the Kitchen of Eurocucina 2018: thanks to a system of three household appliances, it is possible to cook and conserve food at best, preserving its quality and flavour. A product taken from the professional world, now available to everyone*

**150 years of history** of the Rosières brand and the tradition of the French haute cuisine are the two premises from which **Sous Vide** is born, a top-level system designed for the most demanding consumers and for all those who want a cooking experience of absolute quality, bringing a professional product into everyone’s homes.

The Sous Vide column, Rosières’ *hero product* in the *FTK – Technology For the Kitchen pavilion* and absolute protagonist of the area dedicated to the historic French brand, brings together **three household appliances in a single column**, designed to cook and preserve food thanks to a solution of extreme elegance and both functional and aesthetic impact.

The Sous Vide system includes a **sous vide drawer**, a **steam oven** and a **shock freezer** that allow to cook and preserve food in a healthy way, and therefore to benefit from a design and smart system, at home and in a small space, **designed and conceived for kitchen professionals**.

The innovative **Sous Vide cooking system** adds to the technological characteristics and the strong aesthetic and functional impact of the product the possibility to use the exclusive services of the **Epicurien App**, a dedicated App designed to provide each consumer with a high amount of information associated with recipes and possibilities of uses of the product, as well as tailor-made contents.

Sous Vide is a product that tells and testifies the will of Rosières, **premium brand** with a strong French heritage and connotation combined with a history of success and a great experience in the field of household appliances, to provide its most demanding customers and consumers with an absolute quality product. Rosières perpetuates the history and heritage of **French haute cuisine**, re-reading it in a modern and consumer-friendly way, making it accessible through excellent products with simple and ready-to-use functions.

In order to keep the level of quality of its products always at the top, and above all to keep the contact with the French gastronomy constantly alive, Rosières founded the **Rosières Academy**, which periodically organizes product tests, events, cooking contests and competitions which permit to appreciate the innovations and the brand's ability to bring professional cooking into everyone’s homes.

*“The challenge we launch to our consumers with Sous Vide is to become kitchen experts and emulate the great French cooks and chefs, thanks to an innovative product and a simple, intuitive and quick to use App,”* underlined **Marco Balliano, Head of Built-In & Cooking Business Sector of the Candy Group.** *“For Rosières, the Eurocucina 2018 showcase, in which it is featured together with Candy and Hoover, is a unique opportunity for visibility and success in a market where it has, thanks to its history and tradition, always fulfilled a primary role, that, with Sous Vide, is relaunched in the contents and in the founding values.”*

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**Rosières**, specialist in built-in appliances, is the leader in France for image and experience in the cooking sector. For over 150 years, it has been guided by the “passion for innovation”, a concept that has become the brand’s signature. Rosières wants to support French gastronomy with the aim of transmitting tradition to future generations through innovative and unique products, realized with noble materials. The ambition is to transmit and share the experience achieved, and to embody a lifestyle, offering the best technology to match the talent of its consumers.

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**For further information:**

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