

Press Release

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Electrolux and Le Cordon Bleu in long-term partnership to shape the future of cooking habits

Stockholm, Sweden, 13 July, 2018

Electrolux and Le Cordon Bleu, the leading global network of culinary art and hospitality managements, announce today a long-term partnership focused on shaping the world's cooking habits for the better through education and innovation.

The collaboration will reach for excellence in the kitchen using Le Cordon Bleu culinary techniques and a wide range of Electrolux appliances. The mission is to inspire all – whether professionals or food enthusiasts – to better taste experiences by providing excellent cooking techniques and an understanding of how to use appliances to get the best results. Combining the culinary creativity and know-how of professional chefs with state-of-the-art cooking technology will enable a better culinary journey for everyone.

The two main areas of the collaboration are education and research & development. Through a vibrant and international agenda of events, fairs and content, foodies and culinary lovers, from chefs to home cooks, will gain access to an exclusive culinary journey. More about this will be disclosed in autumn 2018. Electrolux and Le Cordon Bleu will also work to develop co-created appliances for better taste and quality within culinary creations. The first launches as a result of the partnership are expected in 2020.

"Le Cordon Bleu is known for culinary excellence worldwide. With a collaboration that spans all of our respective operations, we believe we can affect some real hands-on change for better taste and sustainable cooking around the world, while including local flavours and ingredients," says Ola Nilsson, Executive Vice President at Electrolux.

"Electrolux is an inspiring partner, which shares the Le Cordon Bleu values of excellence, passion, creativity and innovation. When we combine their modern technology with our culinary creativity and know-how, the possibilities seem endless. Together, our aspiration to always improve on quality makes us believe we can enable a more sustainable kitchen around the world, while enhancing the culinary journey on a variety of levels," says Charles Cointreau, Business Development Director at Le Cordon Bleu.

About Le Cordon Bleu

With a network of more than 35 schools in 20 countries, Le Cordon Bleu is the world's leading network of Culinary Arts and Hotel Management institutes. The role of Le Cordon Bleu is to teach a whole range of technical and University training programs for working in the restaurant, hotel and tourism industry. Founded in 1895, Le Cordon Bleu Institute has been teaching the techniques and expertise inherited from the great names of French cuisine for 120 years. Every year, the network of Le Cordon Bleu Institutes trains 20 000 students of 100 nationalities in cuisine, pastry, bread-making, wine, and hotel management. For more information go to cordonbleu.edu/home/en

Electrolux shapes living for the better by reinventing taste, care and wellbeing experiences, making life more enjoyable and sustainable for millions of people. As a leading global appliance company, we place the consumer at the heart of everything we do. Through our brands, including Electrolux, AEG, Anova, Frigidaire, Westinghouse and Zanussi, we sell more than 60 million household and professional products in more than 150 markets every year. In 2017 Electrolux had sales of SEK 122 billion and employed 56,000 people around the world. For more information go to www.electroluxgroup.com.