

Bake. Roast. Steam. Monogram® Offers More Healthy Living Features with a Luxury Twist

Monogram expands portfolio to include appliances with expert baking, roasting and steam technology offering healthy cooking options, without sacrificing flavor

LOUISVILLE, Ky., Feb. 8, 2022 – Monogram®, the luxury appliance brand synonymous with leading-edge materials and sophisticated design, brings a slate of products which lean into consumers' healthy lifestyle and wellness habits, to the 2022 Kitchen and Bath Industry Show (KBIS) this week.

As a brand defined by luxury and top-of-the-line features, Monogram consumers can now rely on their products to aid in healthy eating habits. New steaming and rotisserie technology provides a healthy cooking alternative, while simultaneously maintaining flavor, color, and nutritional value.

"Our luxury is in the details," said Julie Burns, executive director of Monogram. "That not only applies to the style and design of our products, but also to the key features that we've identified as important to our consumers. We know that healthy eating is top of mind, so we tapped into that knowledge when developing our appliance portfolio and as a key motivator for our recent partnership with wellness guru Gwyneth Paltrow."

For consumers looking to maximize healthy options, the following Monogram products provide alternative cooking methods for wellness-based lifestyles.

Monogram 30" Smart Minimalist Steam Oven

Blending its high-powered baking, roasting, and steaming technology, Monogram's 30" Smart Minimalist Steam Oven offers healthy cooking alternatives, without sacrificing luxurious, stylish design. The Monogram Steam Oven delivers new cooking results with the addition of an innovative recirculating water system that adds steam to your cooking repertoire. Steam cooking retains the flavor, color, and nutritional value of foods, but this hardworking appliance goes beyond vegetables. Equipped with rigorously tested and easy-to-use preset modes, it also helps you cook perfectly fluffy rice and grains, revives leftovers and is the ultimate companion for baking and roasting. It makes high-quality steam cooking simple for any level of cooking experience, and applies steam assist to convection baking, broiling or roasting modes.

The Smart Minimalist Steam Oven will be available in Q2 of 2022 in a Stainless Steel finish for a suggested retail price of \$3,800 with six stainless steel pans included.

Monogram Rotisserie

Crafted from Stainless Steel and Brass, the all-electric, ventless Monogram Rotisserie has eleven heating elements to help evenly distribute heat throughout and three rotating spits that give foods the perfect golden brown or crisp. The extra-large capacity of the oven can cook anything from small roasted vegetables to a full size turkey, all while giving owners the ability to be part of the cooking process with a full view of the slow roasting dishes. The oven comes with a removable drip tray and will be available in Q3 of 2022 for a suggested retail price of \$13,000.

Monogram at KBIS 2022

Don't miss award-winning actor, global entrepreneur and [Monogram ambassador Gwyneth Paltrow](#) on the KBIS NeXT Stage on Tuesday, February 8 at 1:30 p.m. EST. The lifestyle and wellness guru, and founder of Goop, will highlight wellness in kitchen design during a discussion hosted by Monogram Creative Director Richard T. Anuszkiewicz and famed interior designer Brigitte Romanek.

To schedule a media tour at KBIS 2022, email kbis.rsvp@geappliances.com. Learn more about the Monogram 30" Smart Minimalist Steam Oven, Monogram Rotisserie and other luxury appliances to get a taste of the #MarkofLuxury at monogram.com or follow @monogramappliances on Instagram and Facebook, @GEMonogram on YouTube, and @monogramappl on Pinterest.

About Monogram

Monogram® takes pride in its quality and artistry, crafting appliances that are expertly engineered and purposefully designed with a minimalist elegance that reflects the feedback, personality and lifestyles of owners with distinctive tastes. With an uncompromising attention to every detail, every material and every industry-exclusive, award-winning feature, Monogram Appliances Elevate Everything™ in the kitchen. For more information on Monogram ranges, cooktops, microwaves, pizza ovens, refrigerators, freezers, ice makers, wine reserves, dishwashers and compactors, visit www.monogram.com.

About GE Appliances

GE Appliances strives to make the world a better place and is committed to leading in the U.S. communities where its 14,000 employees live and work. A purpose-rooted and passion-driven organization, GE Appliances believes there is always a better way. Headquartered in Louisville, Ky., products are sold under the Monogram®, CAFÉ™, GE Profile™, GE® Appliances, Haier, and Hotpoint® brands. Its appliances, which are in half of all U.S. homes., include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners, water filtration systems, water heaters and small appliances. For more information, visit www.geappliancesco.com.