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## **THERMADOR TO BE SHOWCASED AT KANSAS CITY'S PREMIER HOME DESIGN STORE**

*Portfolio Kitchen & Home's flagship store in historic Pershing Building  
to launch Thermador Culinary Studio*

**KANSAS CITY, Mo. (August, 2011)** — Luxury-appliance maker Thermador (<http://www.thermador.com>) and Portfolio Kitchen & Home, the Midwest's premier kitchen and home design resource, announced today the launch of the Thermador Culinary Studio with more than eight live professional kitchens at Portfolio's Flagship Store in the heart of Kansas City.

The Portfolio Flagship Store will also house a striking kitchen by Gaggenau (<http://www.gaggenau.com>), a sister brand of Thermador in the BSH Home Appliances family. While both BSH kitchen displays are prominently featured, the Thermador studio will be used as the facility's showcase kitchen where the home-design company will host cooking classes, demonstrations and culinary events.

The 7,000-square-foot store is the new anchor in the Pershing Building, a historic Kansas City structure and one of the jewels in the Midtown architectural crown that includes Union Station, Liberty Memorial, the original Kansas City Post Office and the Kauffman Center for the Performing Arts. Thermador, itself a brand rich in culinary history credited with 11 decades of kitchen innovations, is showcased in the Portfolio Flagship Store as the premier culinary brand. Portfolio Principal and CEO Geri Higgins is also a member of Thermador's prestigious National Design Council – a council of top designers from across the nation dedicated to product development and refinement.

"The pairing of Thermador, a brand known for its deep history of innovation in the kitchen, and Portfolio Kitchen & Home, the premier kitchen design resource in the Midwest, and one of our most valued partners, is a perfect match," said Zach Elkin, director of the Thermador brand. "To be positioned in the Flagship Store as the featured appliance brand is truly an honor and representative of what Thermador stands for — real innovations for real cooks."

Thermador executive chefs Brad Petersen and Kyle Jakobi will be showcasing their culinary talents at Portfolio's Grand Opening Gala. These and other prominent chefs will also be conducting cooking classes and live cooking demonstrations in the Thermador Culinary Studio as part of

Portfolio's ongoing culinary education program. For more information, visit: <http://www.portfolio-home.com/flagship.html>.

(more)

**About Thermador**

Thermador has been providing real innovations for real cooks for more than 75 years. The iconic line of cooking, cleaning, refrigeration and ventilation products remains committed to empowering culinary enthusiasts to be their best through continuous innovation breakthroughs – from the world's first wall ovens and gas cooktops with the patented Star® Burner to a speedcooking oven that reduces cooking time by 50 percent.

Thermador is part of BSH Home Appliances Corporation, a fully-owned subsidiary of Bosch and Siemens Home Appliance Group, the third largest appliance manufacturer in the world. For more information, visit [www.thermador.com](http://www.thermador.com) or follow us on Facebook and Twitter at [www.facebook.com/thermador](http://www.facebook.com/thermador) and @ThermadorHome, respectively. For Thermador customer service, call 1-800-735-4328.

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