

SUB-ZERO

WOLF

SUB-ZERO & WOLF NEWSLETTER

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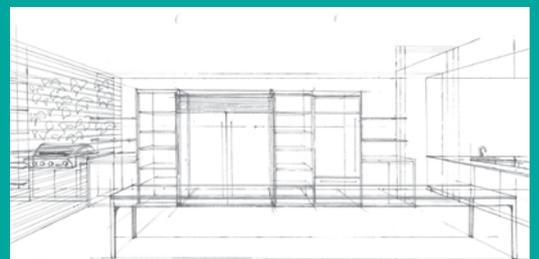
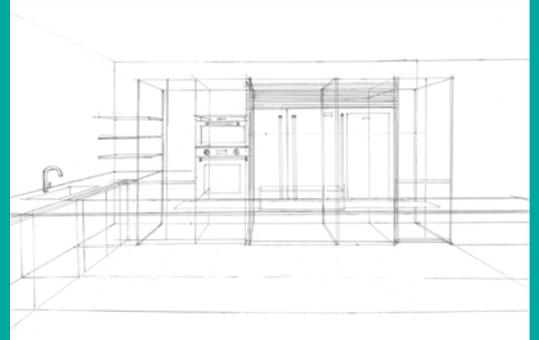
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MD's message

Sub-Zero & Wolf



A glance of the upcoming showroom in Jakarta

Dear clients,

It's been an exhilarating month as Sub-Zero and Wolf gets more busy across Asia. One of the most exciting news is our Jakarta showroom's facelift; the updated space is modern and inviting with proper equipment to engage our customers. In addition, our dealership in Singapore and Malaysia has been established and we will be serving our existing clients, and hopefully, getting new customers to try our wonderful, innovative devices that will cook, heat and chill your food and ingredients. Please visit our websites www.subzerosingapore.com and www.subzeromalaysia.com to get in touch with our dealers in Singapore and Malaysia.

You may like to know a Factory Certified Parts provider from an authorized distributor carries only genuine Sub-Zero and Wolf parts for your appliances. We make sure that most replacement parts will be available for at least 15 years, and many for much longer.

All Sub-Zero and Wolf products are designed and tested to last for decades and all appliances go through vigorous tastings before it leaves the factory. This ensures you that your appliance provides optimum performance and is covered by a comprehensive warranty. Please contact us for more information.

For generations, Sub-Zero and Wolf has exceeded customer expectations through exceptional products and service. It's that dedication that sets us apart, and provides additional assurance that owning Sub-Zero and Wolf will be satisfying for you. This of course, benefits all our customers who belong to our elite club where they get to enjoy the latest updates and events from the world of Sub-Zero and Wolf.

Nevertheless, we hope your culinary adventures at home using Sub-Zero and Wolf products will always reap tangible, experiential rewards that your friends and family will thank you for.

Bon Appetit and happy cooking!
Mr Yam Churn Meng

Award Winning Brands



Best-In-Class Plus X Award



Plus X Award

- German awards for technologies, sport and lifestyle products
- Honors manufacturers for their quality advantage
- Distinguishes products that are innovative and viable for the future

“Most Innovative Brand of the Year” Award - Wolf

“Best Product of 2015 / 2016” Award

- Best Refrigerator Series of the Year - Sub-Zero new integrated refrigeration
- Best Oven of the Year - Wolf M series
- Best Steamer of the Year - Wolf convection steam oven

Best-In-Class



Builder 2017 Brand Use Study

Sub-Zero: #1 Quality rating - refrigerators
Sub-Zero has been #1 for 19 years running
Wolf: #1 Quality rating - Ranges / Cooktops and Range Hoods
Wolf has been #1 for 10 years



Remodeling Brand Use Study

Sub-Zero: #1 Highest quality - refrigerators
Wolf: #1 Highest quality - ranges / cooktops



IDEA Bronze (International Design Excellence Award)

Sub-Zero integrated refrigeration

Sub-Zero and Wolf were recognized for their consistent commitment to quality and innovation during the 2015/2016 Plus X Awards. Most notably, Wolf was named "Most Innovative Brand of the Year 2015" by the prestigious German award. The brands also won three "Best Product of 2015/2016" Awards: Sub-Zero new generation integrated refrigeration won Best Refrigerator Series of the Year; Best Oven of the Year was awarded to the Wolf M series; and the Wolf convection steam oven was honored as Best Steamer of the Year.

Several products won various Plus X Award seals in categories including innovation, high quality, design, ease of use, functionality and ecology. Products receiving these seals included Sub-Zero new generation integrated refrigeration, Wolf built-in M series ovens, Wolf built-in E series ovens, Wolf coffee system, and Wolf convection steam oven.

Now in its 12th year, the Plus X Award honors manufacturers for quality, acknowledging product innovation and viability for the future.

Global recognition continued as Sub-Zero integrated refrigeration was awarded the Industrial Designers Society of America (IDSA)'s 2015 International Design Excellence Award (IDEA) Bronze award by the Industrial Designers Society of America. IDEA marked its 35th year as more than 1,700 projects from around the globe competed for top honors.

Both Sub-Zero and Wolf were also highly regarded in brand use studies conducted by two periodicals. In Builder Magazine's 2015 Brand Use Study, Sub-Zero earned a first place quality rating in the refrigerator category for the seventeenth consecutive year. Sub-Zero also ranked #1 for highest quality in refrigerators in the 2015 Remodeling Magazine Brand Use Study, and Wolf ranked #1 for ranges and cooktops. In addition to reflecting industry professionals' respect for product quality, the rankings signify that Sub-Zero and Wolf are the brands that builders and remodelers recognize and use most often.

One of Wolf's most innovative product clearly turned heads with our customers – the M Series Contemporary Built-in Oven. And it is no wonder that it snagged a Gold in Innovation in Design (Kitchen Products) at the Designer Kitchen and Bathroom Awards 2016.

“The M series line of ovens is not only revolutionary to the industry, it allows owners more versatility in design,” said Jim Bakke, president and CEO of Sub-Zero and Wolf. “We’ve also uncovered new heating and airflow technology to make cooking more efficient and consistent.”

Now in its fourteenth year, The Designer Kitchen & Bathroom Awards, commands respect in the kitchen and bathroom industry because it is judged by a panel of high-profile and experienced individuals who understand all the details that make a great product.

Hip and happening



Bali's LocalLAB, helmed by Chef Felix Schoener, has been making waves not just among gourmets in Bali but also the region. As a chef for 22 years, he has worked in several Michelin-starred restaurants, so it come as no surprise that he has dedicated his life to gastronomy. But not just about cooking, he's also into "sustainable gastronomy" – how ingredients can be grown organically from sustainable sources. Besides being focused on nutrition, his love for foraging foods and placating traditional local diets is palpable because he's often talking to his guests and line cooks about the importance of his endeavour, given that Bali's rich and verdant landscapes can reap a bountiful harvest. And to complement these foraged or sustainable ingredients, he's bent on using the best kitchen equipment– Sub-Zero and Wolf appliances. He takes these precious ingredients to do development and research work on techniques and flavours so as to create more fantastic dishes which he can serve to customers at Locavore and all restaurants under the Locavore Group.



Events

Down At The Club



It was certainly an event to remember – the Sub-Zero and Wolf (Thailand) in collaboration with The Bangkok Club held the special dinner set menu on May 18, 2017 at The Bangkok Club, South Sathorn. Members of this prestigious club were invited to taste the special dishes prepared and created by Chef Jacobo Astray – a private chef from Gula Bangkok. Many guests from different industries such as banking, real estate, automotive, broadcasting, etc were dressed to their nines and enjoyed the wines and pre-cocktail food served. Delicious nibbles such as Smoked Salmon on Toast and Kurobuta Saikuro Skewer, were among the culinary highlights. Not forgotten were the memorable starters such as Red Tuna “Toro” Tartare with Dashi and Caviar, Prawns and Mushroom Ravioli with Crispy Chicken and Strawberries, complemented by Domaine de la Perriere (Bergerac 2012). A delish soup called Seafood Bisque Foam with Croutons and aromatic Parmesan and Basil Oil was given the thumbs up by many. Guests also had to choose from one of two wonderful main courses – Dover Sole Confit with Asparagus and Curry-coco sauce paired with Macon Villages (Joseph Drouhin, 2012) or Beef Tenderloin with Foie Gras and Greens (Chateau Grand Marsalet, Bergerac 2011). The sumptuous meal ended with delectable fresh Raspberries with Yoghurt. It was indeed a decadent repast to be savoured and remembered!



Even Supercar Drivers Eat Well!

If you thought that a prestigious McLaren event was all about men and their ardour for this esteemed British marque, think again. The McLaren event in conjunction with SZ & W (Southeast Asia) was not only the first event in Singapore with McLaren Singapore, it was also a first for McLaren’s private clientele to wine and dine at CURE. A select group of McLaren customers, partners and media were invited to experience the culinary magic concocted by Chef Andrew Walsh. The sumptuous five-course dinner was a take on modern cuisine and these include: Sweet Corn Croquette; Irish Oat Biscuit and Burnt Onion; Montgomery Cheddar Chicken Skin, Oyster and topped with Herring Roe; Scallop in Vietnamese Dressing and Yuzu; Squid Noodles drizzled with Onion Dashi with Chicken Wing; Foie Gras Brûlée in Cinnamon and Barbecue Sweet Corn; Silver Hill Farm Duck accompanied with Duck Ravioli and Hummus, and the meal ended with Chocolate Pandan with Coconut.

In addition to showcasing the McLaren 570S car which was parked outside the restaurant for passers-by to gawk, the meal was made more enjoyable with the presence of magician Sean Borland who thrilled the crowd with his sleight of hand – card tricks. Guests who were mainly doctors, entrepreneurs and bankers also mingled with one another fluidly because they were talking about their prized supercars, no less! When asked about the reason for collaborating with McLaren Singapore, Yam Churn Meng, Director of SZ & W (Southeast Asia) said, “Both McLaren Singapore, Sub-Zero and Wolf share the same DNA, both values are synonymous with high performance, advanced technology and quality orientated.



Kitchen Inspiration



Photo: TM15TF/S, MM15TF/S, CG152TF/S, DD45



Photo: ICBWS-30/O, ICBBI-36U/O, ICBCI304T/S, ICBDD30

One of the tenets of a high-quality kitchen is owning top-notch kitchen equipment. If you're in the market looking for classy cooking or chilling equipment with aesthetics that please the eye, look no further than Sub-Zero and Wolf. One of the latest contraptions to have come out of the Sub-Zero and Wolf factory is the Wolf Downdraft Ventilation (models: TM15TF/S, MM15TF/S, CG152TF/S, DD45). Made for island installations, this non-intrusive, seamless stainless steel body provides a clean, sleek look wherever angle you view it in the kitchen. Options come in 30-inch, 36-inch and 45-inch widths to cater to a variety of cooktop configurations and dimensions.

Best of all, this futuristic smoke-extractor pairs perfectly with all gas cooktops, various sealed burner rangetops, multiple cooktop modules and transitional induction and electric cooktops. The critical five-layer mesh filter is paramount in ensuring your kitchen is smoke-free. It can be easily removed and cleaned manually or in a dishwasher. Thrill your friends as you cook – they will see it rise quietly from the countertop to a height of 36cm to extract smoke and other food odours. Five-layer mesh filters remove easily for cleaning and dishwasher safe. It rises quietly from the countertop to a height of 36 cm, to draw away smoke and odors.

Closing message

We hope you have enjoyed this edition and we look forward to your feedback and suggestions. At Sub-Zero and Wolf, we also value your feedback because with your comments, we can make better kitchen machines to tackle all your cooking and prep work – all because you love to cook!