

LifeCare.Network UG (haftungsbeschränkt) • Kronimusweg 13 • 83666 Waakirchen • Germany

abien Europe GmbH
Kurt Schraudy
Schorner Str. 1a
82065 Baierbrunn

Waakirchen, January 7, 2025

Honoured with the Kitchen Innovation Award 2025!

Dear Mr. Schraudy,

Innovation is the key to a promising future. Consumer-driven, innovative developments are not only essential for a world fit for our grandchildren, but they also provide moments of wonder and enrich our lives.

Recent studies show that innovation is no longer just a technical detail - it is a decisive buying argument that captures the hearts of consumers. This is where we come in with the Kitchen Innovation Award: For years, we have been helping retailers and consumers to recognise the truly outstanding products - those that have been proven to make everyday kitchen life more enjoyable.

The most popular kitchen innovations have once again been chosen in our special two-stage selection process. All the winners have one thing in common: It is the ability to focus on consumers' wishes and at the same time arouse their curiosity - through continuous and bold innovation. This is exactly what you have demonstrated in an impressive way.

Your submitted product **abien MAGIC GRILL** has impressed across the board with its outstanding product features and exceptional user-centric design. With great joy and in highest recognition of your achievement, we are honoured to present you with this prestigious award:

Kitchen Innovation Award 2025

Award-winning product

in the criteria

Functionality, Innovation, Product benefit, Design, Material quality

and the

Golden Award – Best of the Best in the category Small electrical appliances

Our heartfelt congratulations on this excellent result!

The awards ceremony will take place at the Ambiente trade fair on February 8, 2025. Please see the attached invitation for more details. We look forward to seeing you there!

With best regards



Stephan O. Hansch
CEO



Susanne Nick
Project manager

P.S.: For organisational reasons, we kindly ask you **not to publish the result before January 31, 2025.**