

Gorenje Classico Collection

PRESS KIT_english



Gorenje Classico Collection with a strong designer imprint embodies timeless aesthetics priding on select materials, soft lines, and inspiring reliefs.

More: <http://www.gorenje.com/classico/en/>

All the photos can be found in **Picture bank** on Mabagor and in the Toolbox.

CONTENT

GENERAL PRESS RELEASE_COMPLETE	3
GENERAL PRESS RELEASE_BRIEF 1	6
GENERAL PRESS RELEASE_BRIEF 2	8
SHORT TEXTS_NEWS, FB POSTS	9
CLASSICO RECIPES	11

GENERAL PRESS RELEASE_COMPLETE

Gorenje Classico kitchen appliance collection

Passion for cooking revived

Classical appearance. Modern technology. Passion for cooking.

Gorenje Classico Collection with a strong designer imprint embodies timeless aesthetics priding on select materials, soft lines, and inspiring reliefs. The collection relies on a strong reference to the design elements of the artistic styles of the previous centuries. Modern materials provide a home for advanced technologies and make sure the appliances shine equally in a modern or a traditional ambient.



The collection consists of a range of appliances with uniform design: an oven, several cooking hobs, free standing cookers with a width of 50 or 60 centimeters, and a kitchen hood. They share some of the visual elements like the knob, handle, electronic program timer and clock with classic analogue design. With Gorenje's Classico Collection of kitchen appliances you will experience a moment of timeless satisfaction – in your choice of ivory or matte-black.

A blend of classic aesthetics and modernism



Kitchen appliances of the Gorenje Classico Collection are a nostalgic fusion of the past and the present; a blend of classic aesthetics and modernism. Advanced technologies allow simple and functional use for excellent culinary experiences in a welcoming environment of the home kitchen. Gorenje Classico is the perfect choice of those who find it difficult to decide between traditional and modern. They are the right solution for a modern and aesthetically decorated home with a pronounced personal note.

Modern ovens with a touch of classics

Sensations of good food prepared in your home kitchen are always closely related to passion and life's pleasures. The ovens tell the most delicious stories to be enjoyed by you and everyone you share your cooking mastery with.

Ovens of the Gorenje Classico Collection are graced with a rich and dynamic design with a classical touch. Soft lines extend seamlessly to the oven interior, and the relief and form of the door is reminiscent of the



traditional arched ovens. The perfect appearance of the oven is rounded off by the characteristic knobs, the relief handle with aged gold finish, and the clock with classic analogue design. The oven boasts the advanced **HomeMADE™** baking technology and high energy efficiency. Add a pinch of your passion for delicious, succulent and crispy dishes.

The ovens have safe and **energy-efficient double-glazed door** that keep the outside pane cool and safe to touch even during operation. Excellent door insulation improves performance and energy efficiency of the oven which thus meets the most rigorous standards of

economical use of energy and ranks in the A^{-20%} energy class. Interior side of the oven door is made without any notches or grooves, which makes it very easy to clean.

Hobs that stir the passion for cooking

Cooking is a pleasure that takes us to the world of delicious refined flavours and ambrosial herbs. Aesthetically designed **hobs** of the Gorenje Classico Collection with a touch of modern classics will turn everyday cooking into exceptional culinary experiences. A range of high-quality gas and glass ceramic cooking hobs with sophisticated design will allow you to easily pick the one that best matches your cooking habits and expectations, as well as your views on interior design and home living. The gas hob will convince



you with its special **diamond burner layout** for better clarity, and original cast iron grid. Fans of Asian cuisine will appreciate the special **wok burner with a three-ring flame** that boasts outstanding energy efficiency. Contributing a further stylish note are the **retro-style knobs** inspired by old ceramic knobs, which however allow simple and comfortable control. The appearance of the glass ceramic hobs is rounded off by classical lining in matching colour.

Cookers for superior culinary results



The story of each kitchen starts with the **conventional cooker** – a fully independent appliance combining the hob and the oven, which allows the creation of the widest range of dishes and flavours prepared by modern or traditional recipes and spiced up with love.

Traditionally reliable and efficient helpers for your cooking endeavours include a choice of **gas** and **electric hobs with hi-light technology**, 50 or 60 centimeters wide. Innovative technological solutions, combination of different cooking hobs, and the efficient and innovative **HomeMADE™ oven technology** guarantee excellent results every time. The oven is available in electric and gas version. Appliance handling and control is very simple owing to classic design of the knobs and the clock, and distinctive handle with a special relief form for a smooth grip.

A kitchen hood to embellish and refresh your kitchen



In a modern open kitchen, the hood is the central element of design and one of the most eye-catching features that transforms the space into an oasis of freshness.

Owing to the minimalistic character, soft lines, and details in the colour of old gold, which are the common denominators of the design of all appliances in this collection, the **kitchen hood** of the Gorenje Classico Collection will embellish and enhance the kitchen ambient. In addition to the aesthetic appearance and select materials, it also affords **efficient and silent operation**. With a capacity of at least 750 m³/h, Gorenje Classico hood provides optimum power to eliminate odours, moisture, and grease particles in spaces spanning up to 35 square meters.

Cooking with Passion

Fine traditional cuisine has always been born of fresh, wholesome ingredients prepared with care and devotion, in a kitchen that breathes both function and feeling. Experience a moment of timeless satisfaction, with the Gorenje Classico Collection of kitchen appliances.

GENERAL PRESS RELEASE_BRIEF 1

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Modern aesthetics with a touch of classics

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The collection consists of a range of appliances with uniform design: an oven, several cooking hobs, free standing cookers with a width of 50 or 60 centimeters, and a kitchen hood. They share some of the visual elements like the knob, handle, electronic program timer and clock with classic analogue design. With Gorenje's Classico Collection of kitchen appliances you will experience a moment of timeless satisfaction – in your choice of ivory or matte-black.

Sensations of good food prepared in your home kitchen



Sensations of good food prepared in your home kitchen are always closely related to passion and life's pleasures. Experience it with the Gorenje Classico Collection of kitchen appliances.

The **ovens** of the Gorenje Classico Collection, graced with a rich and dynamic design with a classical touch, boast the advanced HomeMADE™ baking technology and high energy efficiency. They tell the most delicious stories to be enjoyed by you and everyone you

share your cooking mastery with. Combined with aesthetically designed **hobs** of the Gorenje Classico Collection they will turn everyday cooking into exceptional culinary experiences. A range of high-quality gas and glass ceramic cooking hobs with sophisticated design will allow you to easily pick the one that best matches your cooking habits and expectations, as well as your views on interior design and home living.

The story of each kitchen starts with the **conventional cooker** – a fully independent appliance combining the hob and the oven. Traditionally reliable and efficient helpers for your cooking endeavours include a choice of **gas** and **electric hobs** with hi-light technology, 50 or 60 centimeters wide. Innovative technological solutions, combination of different cooking hobs, and the efficient and innovative HomeMADE™ oven technology guarantee excellent results every time.



And finally, in a modern open kitchen, **the hood** is the central element of design and one of the most eye-catching features that transforms the space into an oasis of freshness. Owing to the minimalistic character, soft lines, and details in the colour of old gold, which are the common denominators of the design of all appliances in the Gorenje Classico Collection, the kitchen hood will embellish and enhance the kitchen ambient.

Kitchen appliances of the **Gorenje Classico Collection** are a nostalgic fusion of the past and the present; a blend of classic aesthetics and modernism. Gorenje Classico is the perfect choice of those who find it difficult to decide between traditional and modern. They are the right solution for a modern and aesthetically decorated home with a pronounced personal note.

GENERAL PRESS RELEASE_BRIEF 2

Gorenje Classico Collection

Cooking with passion

The Gorenje Classico Collection with a strong designer imprint embodies timeless aesthetics fashioned on select materials, soft lines, and inspiring reliefs. Modern materials provide a home for advanced technologies and ensure the appliances shine equally in both modern and traditional settings. Gorenje's Classico Collection of kitchen appliances is available in your choice of ivory or matte-black.



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SHORT TEXTS_NEWS, FB POSTS

Gorenje Classico Collection

Cooking with Passion

Good cuisine is the best recipe for a rich and passionate life. Full-bodied aromas and succulent flavours entice you back into a world of traditional culinary delight. Come take the journey there with Gorenje's Classico Collection of kitchen appliances and experience a moment of timeless satisfaction – in your choice of ivory or matte-black. Gorenje Classico Collection

Cooking with Passion

Cooking is one of life's great passions. Rich aromas promise of succulent flavours to come, to be savoured and shared - as they have always been, in a kitchen that strikes a fine balance between function and feeling. Return to life's essential pleasures with the Gorenje Classico Collection of kitchen appliances and experience the taste of timeless satisfaction. In your choice of ivory or matte-black.

Cooking with Passion

The kitchen is the heart, the source of rich aromas that hold the promise of succulent flavours to come. Tastes and sensations to be savoured and shared, as they have always been. Return to life's essential pleasures with the Gorenje Classico Collection of kitchen appliances and experience a moment of timeless satisfaction. In your choice of ivory or matte-black. Gorenje Classico Collection

Cooking with Passion

Cooking is one of life's great passions. Rich aromas promise of succulent flavours to come, to be savoured and shared. Fine traditional cuisine has always been born of fresh, wholesome ingredients prepared with care and devotion, in a kitchen that breathes both function and feeling. Return to life's essential pleasures with the Gorenje Classico Collection of kitchen appliances and experience a moment of timeless satisfaction. In your choice of ivory or matte-black.

Feeling at home both in a modern and in a classical ambient

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CLASSICO RECIPES

Gorenje Classico Collection**The power of nutmeg**

If you are looking to accentuate the masculine passion in the treats coming from your oven, then nutmeg is a must. It is used both in main courses and in desserts.

Classico recipe 1: Zucchini with ground meat**Ingredients for 4 servings**

200 g ground meat
50 g Parmesan cheese
1 chicken egg
breadcrumbs
salt
nutmeg
4 zucchini
tomato paste
sunflower oil
pepper

Method

In a bowl, combine ground meat, Parmesan, and egg. Add breadcrumbs, salt, and nutmeg. Wash the zucchini thoroughly, dry, and cut lengthwise. Scoop out the seeds and the soft flesh from the zucchini. Fill the zucchini with the ground meat mixture. Pour tomato paste into a baking tray and place the stuffed zucchini over it. Drizzle with oil and season with salt and pepper. Cover with tin foil and bake in the oven at 180 °C for 30 minutes.



Chocolate delights

Delicate and pleasant taste of chocolate always stirs up passion. Chocolate contains substances that trigger a sense of well-being and happiness. A true chef knows what to serve in order to awaken the sensual pleasures and passionate anticipation.

Classico recipe 2: Hot chocolate

Ingredients for 4 servings

1 l milk
100 g baking chocolate
1 pack chocolate pudding powder
2 tablespoons dark cocoa
4 tablespoons sugar
pinch of cinnamon
heavy cream (optional)

Method

Combine the pudding powder, sugar and cocoa, and mix with some cold milk. Bring the rest of the milk to the boil and stir in the pudding, sugar, and cocoa mixture. Add dark/baking chocolate broken down into pieces. Return to heat and stir for 2 to 3 minutes until the chocolate melts and the mixture thickens. Pour the hot chocolate into cups. After about one minute, add a few drops of heavy cream and sprinkle with cinnamon. Optionally, top the hot chocolate with whipped cream.



Chocolate delights

Delicate and pleasant taste of chocolate always stirs up passion. Chocolate contains substances that trigger a sense of well-being and happiness. A true chef knows what to serve in order to awaken the sensual pleasures and passionate anticipation.

Classico recipe 3: Hot chocolate with mint

Ingredients for 4 servings

20 fresh or dried black mint leaves
300 ml milk
2 teaspoons chocolate pudding powder
200 g dark chocolate

Method

In a bowl, combine 2 teaspoons of chocolate pudding powder with five tablespoons of cold milk. Finely chop the fresh mint leaves and stuff them into a tea strainer. Submerge the tea strainer into the bowl with the remaining milk and slowly bring to the boil. Remove from heat and let the mint leaves soak for another three minutes until the mint's essential oils are released. Remove the strainer and pour in the mixture of chocolate pudding powder and milk. Mix until it starts to thicken. When the mixture is thickened, the hot chocolate with peppermint is ready for serving. Pour it into cups and serve.



The natural power of ginger

Ginger has been known since the times of the classical antiquity to be one of the oldest and most powerful aphrodisiacs, as well as the most powerful among the plant anti-oxidants. It will jazz up any dish or beverage. Classical yet always modern thought of the Chinese philosopher Confucius was also spiced with ginger which he requested in his every dish.

Classico recipe 4: Squid with avocado

Ingredients for 4 servings

25 squids
a half of onion
3 cloves garlic
parsley
olive oil
3 avocados
salt
pepper
2 chillies
fresh lemon juice
30 g ginger

Method

Wash and drain the squids. Heat olive oil in a pan and fry the squids. Remove squids from pan and add chopped garlic, onion, and cubed avocado. Stir fry until avocado softens. Return squids to pan, season with salt and pepper, and sprinkle with chopped parsley.

In a clay dish, combine chopped chillies, olive oil, lemon juice, and grated ginger into sauce. Season the sauce to taste with salt and pepper and serve with the squid.



Summer savory for happiness

This annual herb has mysterious powers. In addition to medicinal effects, its tiny leaves contain a healthy dose of substance that will ignite passion even in the remotest corners. It is no coincidence that it is traditionally called the herb of happiness. It will be a welcome ingredient on any cooktop.

Classico recipe 5: Mushroom soup with summer savory

Ingredients for 4 servings

3 cl oil
40 g onion
garlic
160 g fresh mushrooms (oyster mushrooms, porcini, chanterelles)
0.5 dl dry white wine
120 g carrots
1.25 l beef stock
120 g potatoes
20 g flour
0.5 dl sour cream
salt
pepper
a sprig of summer savory

Method

Fry the onions on oil. Add chopped garlic to release the aroma. Then, add fresh mushrooms, thinly sliced. While frying, add the white wine and cubed carrots. Season to taste and add beef stock. Cook until the carrots soften. Then add separately cooked and cubed potatoes. Thicken the soup. Just before serving, add sour cream and fresh summer savory for richer taste and texture.