

## Press release



Geislingen, September 2021

Professional pan for perfect frying:

### WMF Ultimate

**Durability, heat resistance and an even, flat base – three requirements that pans in the professional kitchen should meet. These demands have now inspired WMF to launch a new product this autumn. The new WMF Ultimate is a pan with a totally flat base – which enables even more perfect and uniform frying results. Available as a frying or serving pan, the WMF Ultimate allows amateur chefs to enjoy professional equipment in their own kitchen.**

Whether it's healthy hedonism, new cooking or gourmet gardening – the trends for how we indulge are as strong as ever. These involve enjoying and celebrating food more consciously and responsibly – with only high-quality and, ideally, seasonal products making it into our pots and pans. As a part of this sustainable lifestyle, we have to count on the best kitchen equipment: that way, we can make sure that everything is just right – from the idea and preparation right up to the end result. The WMF Ultimate pan more than meets these demands. Its incredibly flat base ensures perfectly uniform frying results for steak, vegetables and much more. It's easy to use as a simple stainless-steel pan, too – for any dish you desire.

The pan's key feature is its ultra-flat base, which becomes far less concave – even when flash frying or searing. This creates incredibly even heat distribution across the pan. The result? Meat that is perfectly browned on the outside while remaining tender and juicy on the inside. The secret behind the pan's innovative base is the material: WMF Cromargan® Ultimate stainless steel – developed for perfect frying. A further major plus is just how comfortable the pan is to use, even for the most demanding requirements.



After all: just like the tools used by the pros, this pan is made entirely of stainless steel – right down to its light and hollow handle. This convenient handle allows you to lift the pan while frying, even at high temperatures, and to place it in the oven for further cooking or to keep food warm. The WMF Ultimate has a special design feature, too: the visible welding points between the pan's handle and body, which further reflect its high levels of durability.

Thanks to its WMF TransTherm® universal base, the WMF Ultimate can be used on all types of hob (including induction). It is available in two designs – as a frying pan or serving pan – each in three different sizes (Ø 20, 24 & 28 cm).

#### Product range

Material: WMF Cromargan® Ultimate  
Available from: October 2021

WMF Ultimate frying pan:

Ø 20 cm,	RRP* €79.99
Ø 24 cm,	RRP* €89.99
Ø 28 cm,	RRP* €99.99

WMF Ultimate serving pan:

Ø 20 cm,	RRP* €89.99
Ø 24 cm,	RRP* €99.99
Ø 28 cm,	RRP* €109.99

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\*WMF GmbH recommended retail price

### **About WMF**

WMF, which is short for Württembergische Metallwarenfabrik, is a leading premium provider of household products, professional coffee machines and hotel equipment. WMF stands for innovation based on tradition and provides convincing engineering and design "Made in Germany".

Under the WMF, Silit and Kaiser brands, the company offers products for preparing, cooking, eating, drinking and baking for use at home. Business customers, in particular from the restaurant and hotel industry, have access to product ranges for coffee preparation, as well as the set table and buffet under the WMF, Schaerer, Curtis and Hepp brands.

WMF is represented with its products in over 120 countries and has more than 6000 employees. In Germany, Austria and Switzerland, but also in the rest of Europe and worldwide, e.g. in China, WMF operates a total of around 350 of its own shops. The company was founded in 1853 in Geislingen an der Steige and has been part of the French Groupe SEB since the end of 2016.

Further information at [www.wmf.com](http://www.wmf.com)

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