

S M E G

(R)evolutionary Cooking



PRESS KIT

(R)EVOLUTIONARY COOKING, OUR BEST IN CLASS TECHNOLOGY, DESIGNED FOR YOUR COOKING TOP

Evolution as continual improvement, revolution as a turning point - these are the concepts behind **(R)evolutionary Cooking**, the new project with which Smeg reimagines and redefines the world of cooking. It does this by transferring the technological excellence achieved over the years in large household appliances to small appliances, transforming them into exquisite furnishings with infinite combinations and possibilities of use. This is how the COF01 countertop oven and the PIC01 portable Completely Made in Italy, the new COF01 countertop oven allows you to harness the capabilities of a combined steam oven (which would traditionally be built-in) and put it in any kitchen or domestic space, whether it is your main residence or a holiday home. Available in six colours (black, white, cream, pastel blue, pastel green, red), the oven caters to diverse needs, adding character to any setting: a kitchen in a rented apartment, a veranda, a garden kitchen, or a holiday home.

The PIC01 portable induction hob, also produced entirely in Italy, allows you to achieve professional-level performance even outside the conventional kitchen setting. With nine power levels and the Boost function to quickly reach the desired temperature, it is also equipped with automatic programs, such as Keep Warm, Fry and Barbecue. Just like the COF01 oven, the PIC01 portable induction hob also complements the personality of those who choose it, with this model available in white, black, emerald green and a special full black edition.

A matter of DNA

Since 1948, Smeg has been designing innovative household appliances for all types of everyday spaces, driven by an ambition that quickly became an integral part of its DNA: to seamlessly combine excellent functional performance with the best of Italian design, characterised by elegance, originality, and product quality.

Over the years, Smeg appliances such as the iconic 1950s Fab refrigerator, have transcended mere functionality to become objects that have influenced the evolution of taste even outside of Italy and created relationships that go beyond simple practical needs.

The ability to create "Technology with style" - not a company claim by chance - was strengthened in 2014, when Smeg introduced small appliances to the market: products with soft shapes and bright colours capable of giving an unmistakable style to the kitchen. The COF01 countertop oven and the PIC01 portable induction hob joins the kettles, toasters, citrus juicers, coffee machines, blenders, and mixers, making a small but great revolution in the kitchen possible. Now with Smeg small appliances, you can manage the entire culinary process, from food preparation to cooking.

Not just a simple oven

The 50's Style range expands with the new COF01 countertop oven, whose curved shapes evoke the unmistakable timeless style of FAB refrigerators. Like the iconic freestanding refrigerator, the COF01 oven can transcend the boundaries of the kitchen and take on a prominent role in any environment or context, be it the main residence (rented or owned) or a holiday home.

Available in black, white, cream, pastel blue, pastel green and red, the COF01 oven has a 30-litre capacity and is equipped with Galileo Combi-Steam technology – an innovation developed through research conducted on Smeg built-in ovens - which allows improved heat distribution. Ten functions included in a single oven: from air frying to heat maintenance, defrost to Chef Mode, with 33 automatic recipes.

The water tank, easily removable from the top of the oven with the press of a button, ensures 24 hours of continuous steam: it is therefore not necessary to interrupt cooking to fill the tank, even during slow cooking at low temperatures. Depending on the recipe, you can opt for 100% steam cooking or combined steam cooking, with an adjustable humidity level from 20 to 70%. The display, positioned on the front of the oven between the two retro-style control knobs, indicates when there is insufficient water in the tank and when descaling is required. The oven comes with a set of accessories, including a perforated tray, enameled tray, and grill.

Inside the lid of the water tank there is a QRcode, that is durable and resistant so will not disappear. This code provides access to the Smeg Assistant portal: simply scan it with your mobile phone to access a starter guide for the COF01 oven, instruction manual, and technical documents as well as regularly updated recipes and more.

A professional hob you can take anywhere

The new PIC01 portable induction hob is part of the Collezione range, characterised by an elegant and distinctive design, available in a combination of colours with chrome finishes that integrate seamlessly into both modern and traditional kitchens. User-friendly and easily transportable, the new hob is suitable for pots and pans with a diameter between 12 and 24 centimetres. It is equipped with a touch control display which allows you to select up to 9 power levels and a Boost mode, whilst an external probe monitors the food's core temperature. With the probe, you can set a target temperature to automatically stop cooking once reached (Probe Target mode) or set a timer that maintains the desired temperature for a specific time (Probe Timer mode). In addition to the probe, a practical storage case is included - which contains the QRcode to access the Smeg Assistant portal - and a Pot Clip accessory to secure the probe to the edge of the pan during use.

By using the Preset Modes button, you can activate the Keep warm, Fry and Barbecue programs, which can be further customised with three power levels. These levels can be selected based on the type or quantity of food to be cooked.





SMEG

Founded in 1948, SMEG, whose name is the acronym of "Smalterie Metallurgiche Emiliane Guastalla", is a proudly Italian company now in its third generation of the Bertazzoni family. Renowned for the responsible production of creations that combine technology and style, SMEG creates high-performance appliances, made with quality materials for the home environment and the professional and medical sectors. For further information, visit <https://www.smeg.com/> and the SMEG social profiles on LinkedIn, Facebook and Instagram (@smegitalia).