

FOR IMMEDIATE RELEASE

Miele Canada Celebrates the Opening of Its New Montreal Experience Centre

Toronto, ON – October 7, 2025 — Miele, the global leader in premium domestic appliances, is proud to announce the official opening today of its newest Miele Experience Centre in Westmount, Montreal. Located at 1394 Greene Avenue, at the corner of Sherbrooke Street, the new showroom is now welcoming customers as a destination for inspiration, innovation, and hands-on experiences.

The new Experience Centre breathes life into a prominent commercial space and reflects Miele Canada’s ongoing commitment to delivering premium experiences in communities where quality, design, and innovation are highly valued.

Designed to support customers in creating their dream kitchen or laundry space in a relaxed and inspiring environment, the showroom greets visitors with excellent coffee and expert guidance from Miele’s sales team. Guests can explore Miele’s complete range of premium appliances, showcased in a lifestyle setting that demonstrates performance, precision, and craftsmanship.

To celebrate the grand opening, visitors can take advantage of exclusive in-store promotions and take part in daily draws during the opening period, with full details available in-store.

The Montreal Experience Centre showcases Miele’s latest generation of built-in cooking appliances, MasterCool refrigeration, premium laundry systems, coffee machines, vacuum cleaners, and the full range of Miele Cleaning and Care accessories and detergents. The showroom also features a fully functional, active kitchen, where guests can cook alongside Miele’s culinary expert, participate in cooking demonstrations, and attend engaging events that bring Miele’s philosophy of “Immer Besser” (Forever Better) to life.

The kitchen island and cabinetry featured in the showroom are provided in partnership with SieMatic, the internationally renowned kitchen design firm known for its refined craftsmanship and timeless aesthetic.

“We’re excited to open our doors in Westmount and become part of the vibrant Greene Avenue community. Opening this location is another step in bringing Miele closer to our customers across Canada, and we look forward to building lasting relationships here and supporting the community for years to come,” says Ekaterina Dobrokhotova, Vice President of Marketing at Miele Canada.

This new location marks a significant milestone in Miele’s presence in Quebec, reinforcing the brand’s commitment to providing premium experiences to its customers.

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Miele Company Profile

Founded in Germany in 1899 with a single promise of *Immer Besser*, a phrase meaning *Forever Better*, Miele is the world's leading manufacturer of premium domestic appliances. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 22,300, of which approx. 11,200 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia. As a premium appliance brand represented on all continents, Miele is steadfastly committed to the highest quality, performance, and environmental standards. Miele's range of exceptional consumer appliances includes: vacuum cleaners, laundry systems, rotary irons, dishwashers, ranges, built-in convection/speed/steam/combi-steam ovens, cooktops, ventilation hoods, refrigeration, wine storage and coffee systems.

Miele Canada was established in 1989 with headquarters located in Vaughan Ontario. To learn more, visit www.miele.ca or follow us on [Facebook](#), [X](#), [Instagram](#) and [YouTube](#).