



Press Release Vorwerk Group

February 14, 2025

Vorwerk SE & Co. KG

Mühlenweg 17 - 37

42270 Wuppertal

Telefon +49 (0) 202 - 564 1247

www.vorwerk-group.com

Vorwerk pre-announces Thermomix® TM7

Wuppertal, Germany – February 14th, 2025 – Vorwerk, the number one direct sales company in Europe and the world's leading direct seller of premium household appliances, announces the Thermomix® TM7 – developed based on the needs of the ever-growing Vorwerk community.

"Thermomix is the center of culinary experiences for many people – and we owe this above all to the close exchange with our community," emphasizes Dr. Thomas Stoffmehl, Spokesman of the Executive Board of the Vorwerk Group. "More than 116,000 consultants worldwide – together with our customers and employees – are shaping our world's largest direct sales community for high-quality household appliances."

As a direct sales company, Vorwerk is closer to the community than any other manufacturer of high-quality household appliances. The experiences, suggestions and wishes of the constantly growing Thermomix® community are continuously incorporated into the further development of the Thermomix®. Today, Thermomix® is much more than just a kitchen appliance: it is the heart of a networked ecosystem that combines state-of-the-art hardware with the Cookidoo® recipe portal. This digital offering includes more than 100,000 Guided Cooking recipes with guaranteed success, intelligent planning tools, personalized recommendations and a wide range of accessories that further optimize the cooking experience.

Modular and intuitive: next-generation Innovation

The Thermomix® TM7 combines state-of-the-art technology with an elegant design and offers users an even more intuitive and versatile cooking experience. "The Thermomix® TM7 is much more than just a kitchen appliance - it is a smart ecosystem that is constantly evolving," explains Stoffmehl. The 'platform concept' of the new Thermomix® makes it possible, among other things, to gradually add software developments in the form of updates. At the same time, the model serves as a basis for future AI innovations. It is not yet clear when these will be available - but it is certain that new functions will be added regularly, including voice control for Cookidoo®. All technical components of



the new Thermomix® TM7 have been completely redeveloped; only the mixing blade is identical to the previous model.

For the first time, the new sleek black design not only underlines the modern character of TM7, but also enables more sustainable production thanks to the use of recycled materials. The larger, high-resolution 10-inch multi-touch display ensures optimized user guidance, while new functions make the cooking experience even more versatile. With deep integration into the Cookidoo® digital recipe portal, users benefit from a constantly growing variety of recipes and smart cooking functions that make everyday life easier.

Thermomix® TM7 Key features:

- A standout 10-inch multi-touch display, which is significantly larger compared to the previous model, enables tablet-like usability, improved readability and seamless integration from Thermomix® to Cookidoo®.
- The Thermomix® 'digital twin' mirrors actions in real-time like weighing ingredients and guiding each step for an unmatched user experience. Perfect cooking results, no matter what kind of ingredients are handled, are guaranteed, also thanks to the new powerful and silent motor developed by Vorwerk.
- Personalized user profiles and customizable recipes through the Cookidoo® digital ecosystem.
- An innovative locking mechanism enabling revolutionary "Open Cooking" without the lid on.
- Modular platform architecture that enables future enhancements such as AI-supported cooking assistants and voice control.
- Seamless integration with smartphones and PCs for an enhanced culinary experience.

As with the previous models, key components like the motor are produced in Wuppertal-Laaken. The final assembly of the Thermomix® TM7 still takes place in France. This collaboration between German precision and French skilled craftsmanship underlines our dedication to excellence and sustainability in European production.

Celebrating the Thermomix® TM6 legacy

Thermomix® has been setting new standards in kitchen technology for over 50 years. Thanks to the close connection with the Thermomix® community and continuous innovations, the appliance has established itself as an indispensable helper in millions of households.



The launch of the Thermomix® TM7 is not only a step into the future, but also a tribute to its legendary predecessor, Thermomix® TM6. With over 8 million units sold worldwide, TM6 has revolutionized home cooking with its innovative features and unparalleled reliability and has become a beloved companion in millions of kitchens worldwide. "Over the past six years, Thermomix® TM6 has brought joy and convenience to countless households," Stoffmehl emphasizes.

Pre-order Details – Australia and New Zealand

Available exclusively through a Thermomix® consultant in Australia and New Zealand, Thermomix® TM7 pre-sales will open in April 2025 at a price of AUD\$2,649 / NZD\$2,849. Deliveries will commence in the second half of 2025. Customers who purchased Thermomix® TM6 at full price between February 1-14, 2025, can choose to take delivery of their Thermomix® TM6, or upgrade to the new TM7, or request a refund. For more information, please visit www.thermomix.com.au / www.thermomix.co.nz

ABOUT VORWERK

Vorwerk is the number one direct sales company in Europe and the world-leading direct seller of high-quality household appliances. Founded in Wuppertal, Germany, in 1883, today Vorwerk is an international family enterprise. Its core business is the production and sale of superior household products (Thermomix® kitchen appliance, Kobold cleaning systems). Vorwerk always seeks direct contact with its customers and achieves this primarily through its consultants, who are at the center of the company's sales activities and serve as a central point of contact for the customer. The Vorwerk family also includes the akf group. Vorwerk generates consolidated sales of EUR 3.2 billion (2023) and operates in 61 countries.

MEDIA CONTACT DETAILS – AUSTRALIA AND NEW ZEALAND

For more information, please contact HAVAS Red, on behalf of **Thermomix**
M: 0432 200 331
E: thermomix@havasred.com

Publication free of charge - copy requested.