

PRESS RELEASE



Philippe Samuel, President of Schneider Consumer Group, and Guy Savoy, chef.

Scholtès is celebrating **100 years of excellence** with Guy Savoy

Since 1922, Scholtès has been developing high-precision appliances to support the culinary arts, helping everybody let their creativity run free and discover their innate talent. The French home appliance brand, which was welcomed into the fold of Schneider Consumer Group in 2017, has been expanding its collections and is reconquering French and foreign markets. In 2022, it is celebrating its 100-year anniversary with an exceptional partner, a proud holder of three Michelin stars: top chef Guy Savoy.

Scholtès, innovating one step ahead of the rest

The company Établissements Eugène Scholtès, specialised in ironwork, was founded in 1922 in Manom, a small town outside Thionville (Moselle, eastern France). It made a name for itself just one year later when it developed the first French cooker made of enamelled metal.

The brand then continued innovating, revolutionising the appliance industry. The notches on its belt include the first electric cooker (1937), the first European range of integrated appliances (1962), the first pyrolysis oven (1969) and the first induction hob (1979). Scholtès is therefore renowned for its innovative capabilities, but equally so for the quality and durability of its products, which led to its remarkable commercial success in kitting out homes well beyond the French border.

Schneider Consumer Group : the renaissance

In 2017, Schneider Consumer Group took over this sleeping beauty with the ambition of pursuing the quest for excellence that drove it, hoping to bring its expertise to the whole world.

This crown jewel of French cuisine is a household name not only within France, but also in the United Kingdom, Germany, Spain, Switzerland, Belgium, and even Australia and New Zealand.

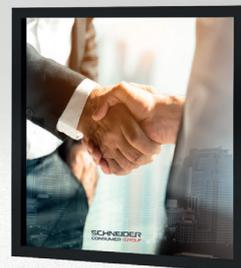
Scholtès unites technology and design to reinvent itself and offer a range of useful everyday features that free users from technical constraints.

At the end of 2020, this renaissance took physical form when the Explorer collection was launched, with a new range of top-end, high-performance, integrated appliances that are remarkably intuitive, ergonomic and elegant.

Welcome to the new century of Scholtès !

Scholtès is planning to mark its 100-year anniversary with a bold celebration of its history. A new premium collection is already in the works, and the brand is doubly committed to its goal of assembling the majority of its products within Europe – they are already fully designed in France.

- 1922 Scholtès was founded
- 1923 1st enamelled cooker
- 1937 1st electric cooker
- 1962 1st range of integrated appliances in Europe
- 1969 1st pyrolysis oven
- 1979 1st induction hob
- 1985 1st touch sensitive hob
- 1993 1st Calbe cold-door oven
- 2000 1st Cookeye-assisted induction hob
- 2003 1st automatic cooking programmes
- 2006 1st oven with the control panel on the handle
- 2017 Scholtès was acquired by Schneider Consumer Group
- 2020 The Explorer collection was launched





Guy Savoy, **an exceptional ambassador**

Guy Savoy needs no introduction. His three Michelin stars since 2002 and his five consecutive entries in the “World’s best restaurant selection” of La Liste speak for themselves. However, he doesn’t define himself as a “chef”, but rather a humble “innkeeper” or “purveyor of taste”.

In 2022, Scholtès is teaming up with Guy Savoy for a partnership bursting with meaning, as the brand and this unrivalled chef share the same philosophy.

For Guy Savoy, “cooking is the art of transforming products steeped in history into joy”, as can be read in bold neon red at the entrance of his restaurant. He continued: “Mastering the major techniques of cuisine is not an end goal, but rather a firm foundation that allows the chef’s sensitivity to come forth and create a feeling.”

“Guy Savoy perfectly embodies our values of excellence, heritage and innovation at Scholtès. Our raison d’être is precisely to create the conditions that allow any home chef to freely and fully express their talent,” explained Philippe Samuel, President of Schneider Consumer Group.

The chef will support the development of Scholtès and contribute to its marketing for three years. For this collaboration, he will combine his culinary world with the world of the arts, via a series of films that illustrate the parallels between motions in the traditional arts and those in the culinary arts.

This approach particularly appealed to Guy Savoy, an aficionado of contemporary art as shown by the pieces hanging proudly in his restaurant, as well as a one-time aspiring musician. “It’s no coincidence that freezers hum, steamers whistle and kettles sing. A kitchen is a concert, bursting with rhythm and music.”



scholtès | **100**
year anniversary

Scholtes.com

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