Plus X Award 2025:
Steba Elektrogeräte named '*Best Brand of the Year'* in the category '*Kitchen Gadgets'*

28.10.2025 – Steba Elektrogeräte has been honored by the jury of the prestigious Plus X Award as the *'Best Brand of the Year 2025'* in the category *'Kitchen Gadgets'*. The award underlines the brand's clear leading position in the competitive environment: Steba achieved the most awards within this product category, clearly setting itself apart from the market.

The '*Best Brand of the Year'* seal is awarded only once a year to a select group of companies. To qualify, a brand must have received the most Plus X Awards in its product category during the current year. Steba fulfilled these criteria in an outstanding way, once again demonstrating its strong market position.

With this special award, the Plus X Award acknowledges the outstanding overall performance of Steba Elektrogeräte, regardless of individual products, geographical markets or time criteria. *'Best Brand of the Year'* seal of approval is awarded only once a year to a few companies. The prerequisite is that a brand has won the most Plus X Award accolades within its product category in the current year. Steba fulfilled these criteria to a particular degree and was thus able to clearly set itself apart from the competition.

The award highlights the brand's continuous commitment to innovation, high product quality and its distinctive brand identity. *'This special award confirms our ongoing commitment to offering our customers high-quality, reliable kitchen appliances that make everyday life easier and focus on enjoyment,'* says Markus Müller, Managing Director of Steba Elektrogeräte. *'We are proud that our brand as a whole has been recognised for its consistency, innovative spirit and quality.'*

The decision underlines the brand's high standing in the industry and the trust it enjoys among retail partners and consumers.

Steba Elektrogeräte: Tradition meets innovation

Steba Elektrogeräte is a third-generation family-run company based in Bavaria. For over 100 years, the brand has stood for quality, reliability and technical expertise in the field of modern kitchen appliances. The portfolio includes innovative solutions ranging from grill ovens and sous-vide cookers to air fryers,

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combining functionality, enjoyment and attractive design to make cooking easier, more versatile and more enjoyable.

A particular focus is placed on manufacturing selected products in Germany. Under the quality label ‘Made in Germany’ Steba manufactures appliances in Upper Franconia that combine a high degree of production expertise, durable materials and careful craftsmanship. This approach stands for transparency, short delivery routes, sustainable value creation and demanding quality controls – and underlines Steba's claim to develop kitchen solutions that can be trusted in the long term.

About the Plus X Award

The Plus X Award is the world's largest innovation award for technology, sports and lifestyle. For over twenty years, it has been honouring brands for quality, innovation, design and ease of use, and is considered an important indicator of consumer orientation and brand strength.

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About Steba

Steba Elektrogeräte is a long-established, third-generation family-run company based in Bamberg, Germany. With more than a century of experience, Steba has established itself as a major player and leading supplier in the small electrical appliances sector and currently offers five product categories: Baking, Barbecue, Cooking, Kitchen Gadgets and Air Treatment – with award-winning products.

To this day, renowned companies continue to have Steba develop and produce appliances and components for further processing. Steba employs approximately 50 people and manufactures contact grills and raclette grills in Strullendorf, Upper Franconia, which are exported to approximately 35 countries. The company's 'Made in Germany' seal of quality stands for high standards and excellent service – and has done so for over 100 years.

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