



Monogram™ 30" Smart Flush Hearth Oven Adds Sophisticated Flavor to Luxury Designs
Ventless, Handcrafted Appliance Brings the Performance of Wood-Fired Brick Ovens Indoors with a Smaller Frame and Seamless Functionality, Now on Display at KBIS 2025

LOUISVILLE, Ky., February 25, 2025 – Creating masterfully roasted vegetables, delicate roasted fish, and crusty artisanal breads has become even easier from the luxury of the home kitchen. The [Monogram™ 30" Smart Flush Hearth Oven](#), a next-generation product that builds upon the legacy of the popular Monogram Smart Hearth Oven, is the first ventless all-electric home hearth oven. This stunning kitchen centerpiece delivers restaurant-worthy results and a showstopping culinary experience in a slimmer frame, on display at the 2025 Kitchen and Bath Industry Show (KBIS) from February 25 to 27.

"Monogram appliances are known for outstanding performance and thoughtful design," said Monogram Executive Director Julie Burns. "The 30" Smart Flush Hearth Oven strikes an elegant balance between the two, capturing the performance of a wood-fired brick oven with the elevated appearance of a luxury handcrafted appliance. As a beloved staple in the luxury market, the 30" Smart Flush Hearth Oven is cherished by home chefs for its ability to create culinary masterpieces with precision, ease, and style. This distinctive offering from Monogram sets itself apart, making it a favorite among consumers who value both performance and aesthetics in their kitchens."

Featuring an integrated ventilation system with active smoke filtering, all that's needed to get started is a 240V electrical connection. Once the oven is on, the electric heating zones combine the crisping performance of traditional coal and wood-burning hearth ovens with the precision of a luxury appliance. The exterior features a 7" LCD touchscreen that shows preset cooking options for a variety of foods, offering an ease of use that allows anyone to make delicious results. For those who enjoy a crispier pizza crust or vegetables, the bottom heating unit can reach 1,300 degrees and the top unit can heat up to 800 degrees, providing a truly customized cooking experience that yields professional results.

This indoor electric oven makes a bold statement with its dimensional design and lower vent system that blends seamlessly into the lines of surrounding cabinetry for those who favor a subtle façade.

Other features include:

- **Simple Flush Installation:** Fits a standard cabinet cutout space and requires no additional ductwork or ventilation thanks to an integrated oven ventilation system.
- **Connected Capabilities:** The oven is Wi-Fi enabled for use with Amazon Alexa, Google Assistant, and Drop. Additionally, timers and mode changes can be made in an instant using the mobile app.
- **Handcrafted Luxury:** Each oven is carefully handcrafted by leading designers who perfected everything from the brushed stainless steel exterior to the simple touch controls.

The Monogram 30" Smart Flush Oven is currently available for a suggested retail price of \$9,000 in brushed stainless steel, with the option to choose Monogram's signature brass finishes.

To experience Monogram Beyond and the 30" Smart Flush Hearth Oven at KBIS 2025, visit the Monogram booth located in West Hall (#W2409). To book a media tour, please visit the link [here](#). For all other questions about Monogram at KBIS, email: monogram@sharpthink.com.

About Monogram™

For more than 30 years, Monogram™ Luxury Appliances has been synonymous with impeccable craftsmanship, elegance and prestige. At the intersection of thoughtful design and outstanding performance, Monogram inspires its owners to elevate their homes, culinary prowess and focus on wellness through its line of major and small kitchen appliances. For the latest products, visit www.monogram.com and follow @MonogramAppliances on Instagram, TikTok, Pinterest or YouTube to experience the #MarkofLuxury.

About GE Appliances, a Haier company

At GE Appliances, a Haier company, we come together to make good things, for life. Headquartered in Louisville, Kentucky, we are a leading U.S. manufacturer of home appliances with 15,500 team members nationwide. GE Appliances, found in half of all U.S. homes, is proud to be rated America's #1 Appliance Company¹ and trusted by millions of families nationwide. We manufacture and sell products under the Monogram™, Café™, GE Profile™, GE®, Haier™, and Hotpoint™ brands. Our operations support nearly 90,000 additional American jobs and represent an investment of more than \$2 billion since 2016. We are deeply committed to the communities where we live and work, passionate about getting closer to our product users to understand their needs and driven by the belief that there's always a better way.

To learn more about our company, brands, career opportunities, and impact, visit geappliancesco.com or connect with us on [LinkedIn](#)

1 OpenBrand Consumer Tracking Survey, Q1 – Q4 2024, Based on Volume of Total Majors/MO/RAC – Retail Units