



Middleby Residential Opens Dallas Showroom

Exclusive luxury showroom features Viking, La Cornue, Aga, Lynx and more

Lewisville, Tex. (September 21, 2021) – Middleby Residential recently opened its newest luxury residential showcase gallery in the Dallas area. Located off Highway 121 in Lewisville, the state-of-the-art design prominently features Middleby Residential brands Viking, La Cornue, AGA, Lynx, U-Line, Marvel, Evo, Josper, Southbend, and Brava.

“Our Dallas showroom is truly a masterpiece, there is nothing like it in all of Texas,” said Najib Maalouf, president of Middleby Residential. “The stunning design serves as the backdrop for over 100 unique products in an immersive and inviting hands-on setting. Visitors will experience firsthand the latest design and product innovation available in our entire portfolio of brands, hosted by our experienced staff.”

The exquisite, 4,500 square foot facility features 12 live indoor cooking units, 5 outdoor cooking stations and a chef demonstration area with seating for up to 24 persons. In the future, it will be a hub for cooking demonstrations and high-end professional events. The showroom is connected to the impressive 40,000 square foot Middleby Innovation Kitchens, which opened earlier this year for hands-on demonstrations of the latest innovations for commercial kitchens.

“It has been my mission, with every showroom build, to best represent the culture of the location when it comes to design” said Jaime Laurita, award winning designer, Chef and Brand Ambassador for Middleby Residential. “We outdid ourselves in demonstrating our commitment to Texas and the South. I am sure people will love the unique experiences in the showroom, and we look forward to welcoming the South into our newest Middleby Residential Showcase Gallery.”

The Dallas Showroom manager, James Adams, has decades of experience representing high-end residential kitchen brands. Chef and brand ambassador Chris Fersch brings his culinary talents to the showroom with more than 25 years of industry experience in some of the most well-respected locations in the world.

The Middleby Residential Showroom is located at 2701 E State Hwy 121 Business Suite 600 in Lewisville, Texas. Hours are 9 AM to 5 PM Monday through Friday and 9 AM to 2 PM on Saturday. Phone is 972-512-8313.

Follow the Dallas Showroom on FB (Middleby Dallas) and Instagram (Middleby_Dallas.)

Middleby Residential is a world leader in premium brands for the home kitchen. In the luxury equipment portfolio are brands AGA®, AGA Cookshop®, Brava®, EVO®, La Cornue®, Leisure Sinks®, Lynx®, Marvel®, Mercury®, NOVY®, Rangemaster®, Rayburn®, Redfire®, Sedona®, Stanley®, TurboChef®, U-Line® and Viking®.