



June 16, 2016

Whirlpool Corporation And Innit Team Up To Take The Connected Kitchen To The Next Level

Jenn-Air Brand to be First to Market with New Technology

BENTON HARBOR, Mich. and REDWOOD CITY, Calif., June 16, 2016 /PRNewswire/ -- Whirlpool Corporation, the world's leading manufacturer of major home appliances, and Innit®, a leading food tech innovator, today announced a partnership to bring a new layer of food intelligence to help people eat and live better. Whirlpool Corporation connected cooking appliances, starting with Jenn-Air® brand WiFi connected ovens, will offer the Innit platform to enable advanced automated cooking and dynamic digital recipes to help people cook more at home.



Innit Empowered appliances and apps give consumers a way to access thousands of digitized recipes, based on personalized dietary and taste preferences. Consumers will be guided by intuitive step-by-step preparation instructions, and with just a few clicks, will be able to cook with chef-level quality on their Jenn-Air connected oven. Cooking is tailored to the weight, temperature and type of food, helping ensure great results with no guesswork.

In step with its position as an industry leader, Whirlpool Corporation is gearing up for a market on the cusp of increased demand for intuitive, connected home appliances. "Whirlpool Corporation has taken a leading role in introducing innovative connected appliances, and the Innit platform adds powerful and intuitive ways to connect food to the kitchen," said Brett Dibkey, Vice President, Integrated Business Units at Whirlpool Corporation.

"Jenn-Air® and Innit are delivering a new layer of intelligence to the kitchen, helping consumers achieve breakthrough levels of convenience, flavor, and healthy cooking," said Steve Brown, General Manager of Jenn-Air. "We're confident that Jenn-Air consumers, as early adopters, will embrace this technology and the added precision it brings to cooking and entertaining."

Whirlpool Corporation and Innit plan to begin consumer trials in late 2016, with availability on all Jenn-Air connected wall ovens planned for the first half of 2017. Starting immediately, consumers can get a taste of the joint offering in live demos and cooking classes on Jenn-Air® products, offered exclusively at the Pirch retail showroom in SoHo, New York City.

"Nearly every aspect of our lives has benefitted from digital innovation, but food and the kitchen are still largely analog. Together, Innit and Whirlpool Corporation are bringing forward a new class of technology to empower people through food, while maximizing simplicity and enjoyment," said Eugenio Minvielle, founder and president, Innit. "By unlocking information within food, Innit can help consumers get more out of their Jenn-Air appliances, and reduce dinnertime stress."

Innit's team of chefs, nutritionists and engineers uses cutting edge food science and technology to help people manage and prepare their food with ease. The Innit platform identifies and measures food using advanced sensors in the kitchen, recommends recipes based on inventory, and automatically executes expert cooking techniques on connected kitchen appliances to produce amazing results every time. Innit was founded in 2013 in Silicon Valley and emerged from stealth mode in November 2015 with \$25 million in funding.

About Whirlpool Corporation

Whirlpool Corporation (NYSE: WHR) is the number one major appliance manufacturer in the world, with approximately \$21 billion in annual sales, 97,000 employees and 70 manufacturing and technology research centers in 2015. The company markets *Whirlpool*, *KitchenAid*, *Maytag*, *Consul*, *Brastemp*, *Amana*, *Bauknecht*, *Jenn-Air*, *Indesit* and other major brand names in nearly every country throughout the world. Additional information about the company can be found at WhirlpoolCorp.com, or find us on Twitter at @WhirlpoolCorp.

About Innit

Innit empowers people through food. The Innit platform combines personalized culinary and nutritional science with cutting - edge information technology to power the emerging Connected Food ecosystem. For more information visit www.innit.com. Follow Innit on social media: [Facebook](#), [LinkedIn](#), [Twitter](#). Innit is a registered trademark of Innit Inc. Innit Empowered and Listen to Your Food are trademarks of Innit Inc.



Listen to your food TM

Logo - <http://photos.prnewswire.com/prnh/20040202/DETU004LOGO>

Logo - <http://photos.prnewswire.com/prnh/20160615/379796LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/whirlpool-corporation-and-innit-team-up-to-take-the-connected-kitchen-to-the-next-level-300285735.html>

SOURCE Whirlpool Corporation; Innit

News Provided by Acquire Media