

## Ninja Brings the Heat with David Beckham to Inter Miami CF Tailgate Where Fans Got to Experience the Ninja™ FlexFlame™ 5-in-1 Outdoor Cooking System

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Global brand ambassador showcases versatile outdoor cooking to fans, demonstrating how one powerhouse unit delivers premium grilling, smoking, roasting, griddling and pizza making

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, kicked off its next phase in their partnership with global brand ambassador, David Beckham, on Sunday, April 6, 2025, at an Inter Miami CF tailgate. Ninja ignited the flame at the pre-game event by showing fans how to master outdoor grilling on the recently launched 5-in-1 cooking system, **Ninja™ FlexFlame™**.

David Beckham attends Ninja Kitchen's Tailgate to celebrate the launch of FlexFlame™, a 5-in-1 outdoor cooking system, ahead of the Inter Miami CF Match at Chase Stadium on April 6, 2025. Photo credit: James Turner

The atmosphere at Chase Stadium in Miami came alive as passionate Inter Miami CF supporters, known as "La

Familia," gathered for an unforgettable pre-match experience. Fans didn't just watch the Ninja FlexFlame in action—they participated in creating restaurant-quality dishes as the versatile outdoor cooking system grilled, smoked, roasted, griddled and fired up perfect pizzas ahead of the Toronto showdown. Guests enjoyed curated meals created by the FlexFlame and Inter Miami CF co-owner David Beckham joined the festivities.

Combining his culinary passion with his love for soccer, Beckham made a special appearance at the pre-match event to champion Ninja's groundbreaking FlexFlame™ launch. The revolutionary outdoor cooking system transforms how cooking enthusiasts create meals. This moment marked David Beckham's first in-person event as

Ninja's global ambassador, spotlighting the innovative all-in-one cooking solution.

"It's great to be here at Inter Miami with my partners SharkNinja, bringing together two of my favorite passions – futbol and great food," said David Beckham.

The Ninja™ FlexFlame™ is now available for \$999.99 on **NinjaKitchen.com** and can be found at national retailers including Home Depot and ACE Hardware.

## About SharkNinja

SharkNinja is a global product design and technology company, with a diversified portfolio of 5-star rated lifestyle solutions that positively impact people's lives in homes around the world. Powered by two trusted, global brands, Shark and Ninja, the company has a proven track record of bringing disruptive innovation to market and developing one consumer product after another has allowed SharkNinja to enter multiple product categories, driving significant growth and market share gains. Headquartered in Needham, Massachusetts with more than 3,600 associates, the company's products are sold at key retailers, online and offline, and through distributors around the world. For more information, please visit **sharkninja.com**.

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