



NEWS RELEASE

Ninja Captures Summer, in a Scoop

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New Ninja™ CREAMi™ thinks outside the pint, bringing the taste of summer to life in a scoop of ice cream

NEEDHAM, Mass., July 14, 2021 /PRNewswire/ -- Nothing screams summer quite like ice cream. Though the season only lasts a few short months, Ninja, the number one brand in small kitchen appliances*, hopes to bring joy to their consumers with its latest innovation that gives fans the opportunity to create unique ice cream flavors all year round that capture the essence of summer.

In celebration of National Ice Cream month and the new Ninja™ CREAMi™, Ninja is launching its "Summer in a Scoop" campaign – to capture the essence of summer in a scoop of ice cream. Ninja hit the streets and encouraged fans to share what summer tastes like to them. The Ninja™ CREAMi™ will be available for \$199 at NinjaCreami.com.

Introducing the Ninja™ CREAMi™, a frozen treat machine that brings the ice cream shop to your kitchen. And just in time for National Ice Cream Day, Ninja is launching an exclusive **"Summer in a Scoop" recipe book** that features specially developed recipes inspired by consumers' take on summertime.

"We've enjoyed crowdsourcing flavor ideas from ice cream lovers and summer enthusiasts alike," said Katie Spurlock, Quality Food Scientist Manager for Ninja. "We hit the beach to gather what summer tastes like to fans, and each page in our "Summer in a Scoop" recipe book was inspired by what we heard. With each spoonful, you'll



be transported back to warmer weather, misty saltwater, and campfire stories."

Making summer even sweeter, Ninja invites fans to join the fun by sharing their summer-inspired flavor profiles on social media throughout National Ice Cream Month in July. To make things even sweeter, the brand will also make a donation to **The Birthday Party Project**, an organization dedicated to bringing joy to children experiencing homelessness through the magic of birthdays.

With six one-touch programs that provide endless possibilities in one compact appliance, the Ninja™ CREAMi™ reinvents traditional ice-cream-making by allowing consumers to turn almost anything into a creamy creation in just four simple steps: Freeze, Creamify, Scoop, and Enjoy. Available now for \$199 on **NinjaCreami.com**.

*The NPD Group / Retail Tracking Service, 12ME December 2020, U.S dollar sales

About Ninja:

What we believe

You can make it.

Ninja believes that if you want to cook at home, you can. If you want to experiment more with recipes and ingredients, you can. If you want to cook dinner every single night, you can. If you want to be proud of what you're serving your family, you, without a doubt, can. We design tools and appliances that help you achieve endless opportunities with food, regardless of how much experience you have. It is our belief that if you have the desire to cook, that you can make it, and we're here to help you do it in ways that are fast, easy, and delicious.

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SOURCE Ninja