



NEWS RELEASE

# Ninja Expands Its Glass Air Frying System with the New Ninja CRISPi® PRO

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The #1 air fryer brand in the U.S. releases the next generation of its revolutionary glass air fryer with XL capacity, precision controls and expanded functionality

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, today announced that Ninja, the #1 air fryer brand in the U.S.\*, is unveiling the Ninja CRISPi® PRO Countertop Glass Air Fryer, the next generation of the Ninja CRISPi® Portable Cooking System. This new iteration takes glass air frying to the next level, featuring 6QT XL container capabilities, two new cooking functions, and precision digital temperature controls.

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Originally released in 2024, Ninja CRISPi®, revolutionized air fryer

cooking with its innovative glass container system. Its non-toxic CleanCrisp™ glassware ensures worry-free cooking and storage with BPA-free, leak-resistant design, while its clear construction offers enhanced visibility for complete cooking monitoring.

The Ninja CRISPi® PRO Countertop Glass Air Fryer expands the system's capabilities with two additional cooking settings, delivering 6-in-1 functionality with Air Fry, Bake, Roast, Dehydrate, Max Crisp, and Re-Crisp. The 6QT XL container handles whole chickens and family meals for up to 10 people—perfect for hosting dinner parties or doing meal prep for the week—while maintaining complete compatibility with the 2.5QT and 4QT sizes for everything from quick snacks to smaller portions. Its wide variety of sizes eliminates the need to transfer food between multiple dishes allowing users to prep-cook-serve-store-re crisp all in the same container. With new precision digital temperature controls, consumers can customize settings to go from frozen to crispy in less than 15 minutes, giving

home cooks restaurant-quality control over their cooking.

"The glass air fryer market is experiencing unprecedented growth driven by health consciousness consumers and their preference for non-toxic cooking solutions," said Elissa McGee, VP of Ninja Marketing. "The original Ninja CRISPi® generated over 715 million impressions across social media since launch, and with the Ninja CRISPi® PRO, we've expanded our glass air frying portfolio with the capabilities our community has been asking for. It's designed for those who refuse to choose between healthy cooking and convenience, for those who want their appliances to work as intelligently as they live."

Unlike bulky plastic air fryers that hide in cabinets, the Ninja CRISPi® PRO features a sleek and sophisticated design, available in four colorways—Cyberspace, Rose Quartz, Bone, and Ash Grey—that transforms your air fryer from an appliance you tuck away into a statement piece that enhances your kitchen's aesthetic. Clean lines and architectural proportions create visual harmony that proves healthy cooking equipment can be as stylish as it is practical, earning its permanent spot on your counter.

The Ninja CRISPi® PRO Countertop Glass Air Fryer is now available for \$279 on Target.com and will be available October 21 at SharkNinja.com.

\*Source: Circana LLC, Retail Tracking Service, U.S. dollar sales, 52 weeks ending Jan 4 2025 / 52 weeks ending Jan 6 2024 / 52 weeks ending Jan 7 2023 (Air Fryers)

## 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](https://sharkninja.com).

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