



NEWS RELEASE

# Ninja® Foodi™ Sets A New Standard For Pressure Cooking

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NEEDHAM, Mass., Sept. 5, 2018 /PRNewswire/ -- Ninja®, a leader in household innovation, introduces the Ninja® Foodi™, the pressure cooker that crisps™. Yes, you heard that right: a pressure cooker that crisps! For the first time ever, Ninja® brings together the best of pressure cooking and air frying in one convenient appliance. This groundbreaking new technology introduces TenderCrisp™ cooking. With TenderCrisp™ Technology, you can achieve the quick cooking and tenderizing benefits of pressure cookers, but where they stop, the Foodi™ is just getting started. Its revolutionary crisping lid allows you to air fry, bake/roast, and broil so you can pressure cook to lock in juices, then finish with a crisp.

New TenderCrisp Technology is evolving the dinner game  
Ninja introduces the Foodi: the pressure cooker that crisps

HOW IT WORKS:

The Foodi™ is the ultimate pressure cooker, allowing you to transform the toughest ingredients into tender, juicy, and flavorful meals faster than you ever imagined. And with the powerful crisping lid, the Ninja® Foodi™ is also the ultimate air fryer, so you can enjoy your favorite fried foods, guilt free. Enjoy both individually, or use them together to transform your Foodi™ into a TenderCrisper!



TenderCrisp™ Technology uses super-heated steam to quickly infuse moisture and flavor into your pressure cooked foods, then the powerful crisping lid unleashes rapid-hot air down and back all around your food for a crispy, golden finish that other pressure cookers can only dream of. The result is a finished dish that is far beyond just done, and will allow anyone – even those short on time and counter space – to be a #NinjaInTheKitchen.

The differences between the Ninja® Foodi™ and other pressure cookers are crispy clear:

- Transform foods from frozen to crispy: Forgot to thaw tonight's dinner? Procrastinators rejoice. In as little as 30 minutes, transform frozen meats like steak or even 2 pounds of chicken wings into crispy meals! Pressure cook to quickly defrost and tenderize foods at the same time. Then drop the crisping lid to give your meals a crispy finish.
- Create 360 meals: Prepare full meals with main dishes and sides like proteins, veggies, and grains all at the same time in one pot—each with their own unique, flavorful texture.
- Feed the whole family: With the family-sized 6.5-quart cooking pot, the Ninja® Foodi™ can hold a 6-pound roast. You can also use the 4-quart Cook & Crisp™ basket to cook 3 pounds of French fries, 2 pounds of chicken wings, and even a 5-pound chicken.
- Easy Cleanup: Save time on cleaning with only one nonstick, ceramic-coated pot to handle after cooking.

The Ninja Foodi has the power to transform into a:

Pressure Cooker

Air Fryer

Slow Cooker

Multi Cooker

Steamer

Stovetop to sear/sauté

Oven to bake/roast

Broiler

Food Dehydrator\*

\*limited models

"Pressure cookers are a staple of at-home cooking, but we felt the current offerings on the market were lacking something important," said Mark Rosenzweig, CEO of SharkNinja. "We developed the Ninja® Foodi™, and TenderCrisp™ Technology, to take pressure cooking to a new dimension. Foodi™ combines almost every kitchen function into one product, and users won't sacrifice on texture. Pressure cooker lovers have never used a pressure cooker like this."

The Ninja® engineers developed Foodi™ with a team of celebrity chefs: Justin Warner, Aarti Sequeira, Elizabeth

Karmel and Adam Gertler. This team tested Foodi™ at every stage of development, ensuring that the product is not only functional and easy-to-use, but also delivers fantastic food that anyone can create. You don't need to be a chef to create high-quality, flavor-packed meals; you just need a Foodi™.

The Ninja® Foodi™ is currently available at retailers nationwide, and on the **Ninja Kitchen website**, at an MSRP of \$179.99 for the base product.

For more information about the Ninja® Foodi™ and additional Ninja® products, visit <http://www.ninjakitchen.com>. Follow Ninja® on Facebook at **Facebook.com/NinjaKitchen**, and on **Instagram** and **Twitter** @NinjaKitchen and #NinjaInTheKitchen.

About SharkNinja

SharkNinja is an innovation leader in the housewares industry and creator of the familiar household brands Shark® and Ninja®. SharkNinja provides the latest in easy-to-use innovative technology with a growing line of solutions that consist of Shark® cleaning and home care products and Ninja® kitchen appliances. Products are sold at major retailers and through distributors around the world. Ninja and Shark are registered trademarks of SharkNinja Operating LLC. For more information, visit [sharkninja.com](http://sharkninja.com).

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