



NEWS RELEASE

# Ninja Survey Finds Gen Z and Millennial Parents Are Bored with Their Recipe Rotation and Looking to Spice Things Up

8/18/2021

Ninja launches Ninja® Foodi® XL Pressure Cooker Steam Fryer with SmartLid™ to make cooking easier, faster, juicier and crispier results in one Multicooker+

NEEDHAM, Mass., Aug. 18, 2021 /PRNewswire/ -- **Ninja** (HKEX: 1691.HK), the #1 brand in small kitchen appliances\*, announced findings from its recent survey surrounding what people look for when cooking and sources of cooking inspiration. While people have been cooking more over the past year, the survey found that a majority of Gen Z and Millennial parents wish they knew more recipes (79%)\*\* and most feel like they cook the same meals all the time (77%).

The survey also found that:

The Ninja® Foodi® XL Pressure Cooker Steam Fryer with SmartLid™ offers three cooking modes and 14 cooking functions under one lid. It is available in an 8-qt capacity for \$329.99 at NinjaKitchen.com.

- 74% of Millennials want to feel more confident in the kitchen, including 80% of Millennial parents
- Nearly half of Millennials say they are bored with the recipes they know; this boredom increases to 56% when looking at Gen Z and Millennial parents
- 73% of Gen Z and Millennial parents are looking for recipe inspiration
- One third of Gen Z and Millennial parents prioritize meals that are quick to make



- 40% of Gen Z and Millennial parents have trouble following recipes (compared to only 25% of total surveyed)

To help combat kitchen fatigue, today, Ninja unveils its newest innovation, the **Ninja® Foodi® XL Pressure Cooker Steam Fryer with SmartLid™** which offers an efficient way of cooking with its SteamCrisp™ Technology and SmartLid™. It has three different cooking modes - pressure cook, air fry, and SteamCrisp™ - and 14 cooking functions all under one SmartLid™. Using the SteamCrisp™ Technology, unlock the juiciest way to air fry, prepare 1-touch meals up to 40% faster<sup>++</sup>, and bake artisan breads and cakes up to 25% faster<sup>\*\*\*</sup>.

As consumers are eager for new food ideas and gaining kitchen confidence, Ninja released its inaugural SmartLid™ SmartList, a quintessential compellation of modern recipes and food prep techniques to enable home cooks to keep their bustling kitchen bursting with delicious inspiration and cook more efficiently.

Ninja also partnered with Eitan Bernath, a chef, digital content creator and principal culinary contributor for the "Drew Barrymore Show" on CBS, to share tips on how to make cooking easier and more fun with Ninja's latest product innovation.

"I'm excited to partner with Ninja to share cooking tricks and highlight the new Ninja® Foodi® XL Pressure Cooker Steam Fryer with SmartLid™," said Eitan Bernath. "It makes cooking easier, more efficient and fun, which people are craving as they're busy returning to the office and kids are going back to school."

The Ninja® Foodi® XL Pressure Cooker Steam Fryer with SmartLid™ is available in an 8-qt capacity for \$329.99 at **NinjaKitchen.com**. Its 14 functions include:

- Pressure Cook
- Steam & Crisp
- Steam & Bake
- Air Fry
- Broil
- Bake/Roast
- Dehydrate
- Sear/Sauté
- Steam
- Sous Vide
- Slow Cook
- Yogurt
- Keep Warm
- Proof

SmartLid™ represents the latest example of the synergies found between SharkNinja and Joyoung engineering teams, (under the parent company, JS Global Lifestyle) whose collaboration on this project have allowed us to bring this exciting new product to the world.

\*\*All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1260 adults. Fieldwork was undertaken between 21st - 22nd July 2021. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+) with a margin of error of +/- 3% at 95% confidence.

++ Versus traditional cooking methods

\*\*\*Versus traditional oven

+ Versus Ninja Foodi OL601 in Dry Mode Only

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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