

NINJA[®] Foodi[®]

PRODUCT MESSAGING:

How we're talking about the
**Ninja[®] Foodi[®] MAX Grill & Air Fryer
AG551EU**



AG551EU

**Naming Convention:
Ninja® Foodi® MAX Grill & Air Fryer AG551EU**



Tech Spec

Model Number	AG551EU
Product Description	Ninja® Foodi® MAX Grill & Air Fryer
Wattage	2460W
Technology	Smart Cook System Cyclonic Air Technology
Cooking Functions	6 - Grill, Air Fry, Bake, Roast, Reheat, Dehydrate
Includes	3.8L Cooking Pot 740cm ² Grill Plate 3.8L Crisper Basket Cleaning Brush Chef-Created Recipe Guide
Guarantee	2 Years

These highlights quickly explain the product's key features and benefits.

Please refer to this information and hierarchy as a guide when creating customer communications.

1

The large capacity grill that precisely cooks with perfect results.

More than a Grill. 6 cooking functions – Air Fry, Bake, Roast, Reheat, Dehydrate and Grill.

- Digital Cooking Probe monitors food's temperature as it cooks.
- Enjoy juicy steaks, chargrilled chicken, halloumi skewers and flaky fish with an authentic chargrilled finish.

2

Smart Cook System

No guesswork, just perfectly cooked meat and fish – exactly as you like it.

- From rare to well done, choose your desired finish.
- Leave-in Digital Cooking Probe precisely monitors your food's temperature during cooking and lets you know when it's ready to remove and rest.
- Digital display timer indicates when it's ready to serve.
- No need to cut into food or worry about under or overcooking.

3

Transform into an Air Fryer

Enjoy your favourite fried foods. Up to 75% less fat than deep frying.*

- Uses little or no added oil.
- Same great taste.

* Tested against deep-fried, hand-cut French fries.



4

More than a grill

Get creative with 6 cooking functions.

- Grill, Air Fry, Bake, Roast, Reheat, Dehydrate.
- No need to flip with Cyclonic Air Technology - a powerful fan circulates temperatures up to 260°C to cook food quickly and evenly.
- Cook from frozen to chargrilled.
- In-built timer and precise temperature controls.



5

Easy to use

Quickly and easily create delicious meals and desserts.

- Simple touchscreen controls.
- Low smoke.
- Dishwasher-safe, non-stick parts.
- Includes Cleaning Brush and Chef-Created Recipe Guide.



Lifestyle Images



Cutout Images



The Legal Bit

Please ensure all claims are used alongside the correct disclaimers

Air Fry - up to 75% less fat than traditional frying methods*

*Tested against deep-fried, hand-cut French fries.

Logo Use

NINJA
Foodi

LOGO MARK

The product should always be supported with the NINJA Foodi logo lockup. Do not break, distort or skew this logo. It must always be presented as a stacked lock up.

NINJA
Foodi

Minimum 3mm
clear space

CLEAR SPACE

To ensure visual balance and clarity, the logo should be surrounded by a minimum of 3mm clear space.

Minimum width 1 inch
NINJA
Foodi

MINIMUM WIDTH

Scale and proportion of the logo should be determined by the available space in the execution. There is no set maximum width for the logo; however, to ensure legibility, it should never appear smaller than 1" in print or 100px wide on screen.

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