## 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
	740cm² 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.

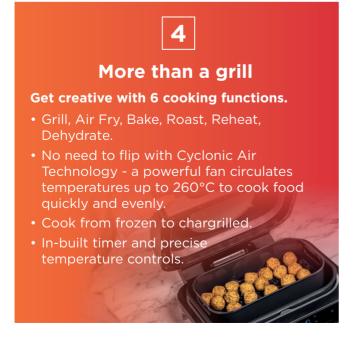
2

#### **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.







#### **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**



#### **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.



Minimum 3mm clear space

# NINJA

#### **CLEAR SPACE**

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

#### **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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