

**NINJA**  
**Foodi**

PRODUCT MESSAGING:

How we're talking about the  
**Ninja® Foodi® Blender & Soup Maker**  
**HB150EU**



HB150EU

## Naming Convention: Ninja® Foodi® Blender & Soup Maker



### Tech Spec

Model Number	HB150EU
Product Description	Ninja® Foodi® Blender & Soup Maker
Wattage	1000W Motor 800W Heating Element
Technology	Auto-iQ® Technology
Capacity	1.7L
Programs	10 Auto-iQ® Programs 6 Manual Settings - Blend, Heat, Pulse, Low, Medium, High
Includes	1.7L premium heat-resistant glass jug Tamper Cleaning Brush Inspiration 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

## A blender for all seasons!

Show off both hot and cold creations with this versatile 2-in-1 appliance.

- Chop, sauté, blend and cook in the jug
- More than a soup maker
- Blend hot and cold

2

### From fresh ingredients to the table

Built-in heating element rapidly cooks fresh ingredients to perfection.

- Cook soup in 20 minutes
- Pre-Cook settings quickly chop and sauté ingredients directly in the jug
- Cook in the jug and serve straight to the table



3

### Hot and cold creations

Blend and cook a delicious variety of food and drinks, just how you like them.

- High Speed Crushing Blade easily blends tough ingredients, including whole fruit and veg, and even ice
- Create chunky and smooth soups, sauces, jams, chutneys and fondues
- Blend frozen drinks, ice-cool smoothies, milkshakes and sorbets



4

**Auto-iQ®**  
ONE-TOUCH INTELLIGENCE

10 Auto-iQ® programmes do the hard work for you.

- Pre-set pulse, pause and blend patterns combined with precise temperature controls
- No more guesswork
- Get creative with 6 manual settings



5

### Easy to use and clean

Designed for convenient use and easy washing up.

- Premium heat-resistant, non-stick glass jug
- Splash-free lid with built-in measuring cup
- Dedicated cleaning programme rinses out the jug at the touch of a button
- Includes Cleaning Brush



## Lifestyle Images



## Cutout Images



## The Legal Bit

Please ensure all claims are used alongside the correct disclaimers

## 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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