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ANNOVA CULINARY LAUNCHES PARTNERSHIP WITH SERIOUS EATS

San Francisco, CA - June 31, 2015. Anova Culinary today announced a partnership with Serious Eats and Kenji Lopez of The Food Lab. Serious Eats will produce exclusive content for Anova's app.

"Serious Eats is one of the foremost authorities on precision cooking and has a fervent fan base," said Stephen Svajian of Anova. "We'll rely on Serious Eats to provide us with the world's best sous vide content and will provide that content to our customers for free."

Serious Eats will provide one new food guide per month, which will be available to users via Anova's app. Each food guide will contain everything needed to cook the perfect dish, including:

- **Category Background.** Get the lowdown on precision cooking the selected category and find out how to can achieve perfect results every time.
- **Temperature and Timing.** Customize settings based off of the size of the dish and preferred level of doneness using Kenji's extensively researched and tested time and temperature settings.
- **FAQs.** Kenji has spent nearly a decade finding answers to questions that home cooks often encounter, using the scientific method and engineering principles to provide answers that help people become better cooks. These answers will be delivered exclusively through the Anova app.
- **Recipes.** Follow exclusive recipes curated by Kenji for the most popular types of dishes in each category. With the steak guide, users will have access to step-by-step directions for some of the most popular cuts of meat, enabling them to bring Kenji's results to the dinner table with the touch of a button.
- **Ingredients.** Get Kenji's recommended ingredients for preparing each type of dish within the category. Learn about different settings for the amount you're cooking along with variations for meat being cooked bone-in or out. Users can even get an additional list of optional ingredients for the finishing steps.
- **Step-by-Step Directions.** Users can find out everything they need to know for the specific dish they are cooking and how they can achieve the ideal result with Kenji's time and temperature recommendations. Kenji walks through each step, beginning with the preheat, to ensure that food prep is seamless and simple.
- **Finishing Steps.** Each dish can be finished according to the user's preference, whether it's on the grill or torched. Kenji walks through the final steps to complete the dish and serve a restaurant-quality result.



To download Anova's app on the iTunes store, visit <https://itunes.apple.com/us/app/anova-culinary/id959638683>.

To download the Android app, visit: <https://play.google.com/store/apps/details?id=com.anovaculinary.android>.

About Anova Culinary, LLC

Anova Culinary LLC is a subsidiary of [Anova Industries](#) Inc. and manufactures sous vide products for home and commercial use.