



#### Media Contact

Jordan Houston Ramsdell  
(415) 894-2826  
[press@anovaculinary.com](mailto:press@anovaculinary.com)

### **Anova Announces Nationwide Roll-Out into Target Stores, Target.com**

*Target Selects Anova to Lead In-Store Innovation in the Kitchen, Offering Customers Smart Kitchen Experience with Anova*

SAN FRANCISCO – June 27, 2016 -- [Anova](#), a leader in smart kitchen appliances, today announced that the [Anova Precision Cooker](#) is now available Target Corporation (NYSE: TGT) stores across the country, and on [Target.com](#). Target – the tenth-largest retailer in the world – will feature the Precision Cooker in each of its 1800 locations by October 2016. This marks the largest ever distribution of a smart sous vide cooking device, and will pave the way for innovation in Target’s kitchen space as the retailer moves toward a connected home experience.

“With the aim of delivering a more connected home experience, Target’s partnership with Anova demonstrates the retailer’s dedication to bringing innovative, emerging technology brands to its consumer base. The Anova Precision Cooker, which launched with Target in March, is the cornerstone of Target’s movement toward modernizing the kitchen category,” said Michael Tankenoff, Vice President, Retail Sales at Anova.

“We focus on empowering people in the kitchen by providing accessible, easy-to-use cooking tools, so everyone has the ability to recreate restaurant-like experiences. With distribution in Target, we’re bringing precision cooking technology to consumers at a larger scale and taking sous vide cooking mainstream,” said Anova CEO and Co-founder Stephen Svajian.

The award-winning Anova Precision Cooker is a WIFI-enabled sous vide cooking device that allows the home cook to achieve restaurant quality results on their time. The Anova Precision Cooker connects to a user’s smartphone, allowing anyone to cook sous vide, a technique once limited to professional chefs and high-end restaurants. Anova makes it easy and affordable for anyone to reap the benefits of professional-level cooking with the Precision Cooker, especially with availability in Target, as the technology will now reach more consumers.

#### **About Anova**

Founded in 2013, Anova is a world-leader in smart kitchen appliances. Anova is changing the way people cook through its hardware devices and software platform, enabling the home cook to easily create restaurant-like experiences everyday. For more information on the company and its products visit us at [anovaculinary.com](http://anovaculinary.com).

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