

## **ANOVA LAUNCHES PRE-SALE FOR NEWLY DESIGNED PRECISION® COOKER FOR HOME COOKS**

*Upgraded Anova Precision® Cooker Features Increased Power and Improved Durability in a Compact Design*

**SAN FRANCISCO - August 29, 2019** - Anova, a subsidiary of Electrolux (ELUX-B) and the leading provider of sous vide devices, today announced a pre-sale for the new Anova Precision® Cooker, a WiFi-connected sous vide immersion circulator for home cooks. The new Anova Precision® Cooker replaces Anova's previous version of the cooker and provides significant upgrades including 1000 watts of power, an IPX7 rating for water and steam resistance and a more compact design at 2 inches smaller than the previous version. The Anova Precision® Cooker is available worldwide for pre-order starting today for a special price of \$129 US (MSRP \$199 US) from [anovaculinary.com](http://anovaculinary.com).

"Since the launch of the original Anova Precision Cooker in 2014, the idea of the traditional kitchen, the way people cook and what they eat has significantly changed," said Stephen Svajian, CEO and Co-Founder of Anova. "Consumers are more concerned about what they are consuming and are actively looking for products and services that help simplify the cooking process. The new Anova Precision Cooker builds upon our long history of high-quality, lab-grade precision devices, providing home cooks with more power and improved durability, enabling them to prepare restaurant-quality meals at home without being tied to their kitchens."

Similar to the previous version, the Anova Precision® Cooker features a stainless steel skirt and can be attached to any pot with the detachable and adjustable clamp. The Anova Precision® Cooker is also WiFi-connected and supported by Anova's recently redesigned Anova app, featuring the largest collection of sous vide recipes in the world. The Anova Precision® Cooker is backed with an industry-leading 2-year warranty.

### **ABOUT ANOVA**

Founded in 2013, Anova helped transform the kitchen appliance market with the launch of the first commercially available and affordable sous vide immersion circulator. Today with more than 60 million cooks with its family of Anova Precision® products, Anova is the world's leading provider of smart kitchen appliances. Headquartered in San Francisco, Anova is changing the way people cook through its hardware devices and software platform, enabling professional chefs and home cooks to easily create perfectly cooked meals every day. For more news and information on Anova and its products, please visit [anovaculinary.com](http://anovaculinary.com).

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