



## How Instant Pot® is Changing the Way We Eat

**Ottawa, Ontario** – The game-changing multi-functional electric pressure cookers by the Instant Pot® Company were invented with the objectives of being safe, convenient and dependable. Designed with a microprocessor and a series of sensors, these programmable, intelligent multi-cookers are capable of replacing many cumbersome appliances, including the stove-top pressure cooker, slow cooker, rice cooker, sauté pan, steamer, yogurt maker and stockpot warmer. Most importantly, Instant Pot® Electric Pressure Cookers are extremely energy-efficient and convenient, all while preserving nutrients and cooking tasty foods. Plus, Instant Pot® offers various models and sizes, therefore, providing consumers a choice suitable for their personal needs. Whether used to serve one's fast-paced, health-oriented and green-conscious lifestyle or purchased by a curious shopper looking to try the best selling brand on Amazon.com, the Instant Pot® Electric Pressure Cookers are designed to satisfy everyone!

### **Benefits of the Instant Pot® Electric Pressure Cookers**

The Instant Pot® Electric Pressure Cookers achieve optimal cooking results by perfecting the functions of both the electric pressure cooker and the slow cooker with a set of smart cooking programs. This series of multi-functional electric cookers changes the way we eat with the following standout aspects:

#### **1. Convenient with Intelligent Programming**

The Instant Pot® Electric Pressure Cookers have up to 14 function keys for the most common cooking tasks: “soup,” “meat/stew,” “beans/chili,” “poultry,” “rice,” “multigrain,” “porridge,” “steam,” “slow cook,” “yogurt,” “sauté,” “manual,” “delay start,” and “keep warm/cancel.” The microprocessor inside each cooker carefully controls the time, cooking pressure and temperature to ensure consistent cooking results. Users can also customize these settings with the 4 operations keys—“+,” “-,” “pressure,” and “adjust”—to achieve preferred cooking results. For example, the “meat/stew” key is programmed to prepare perfectly tender, thoroughly heated meat dishes; however, users can attain fall-off-the-bone results by increasing the cooking time with the “adjust” and “+” keys. The Instant Pot® Electric Pressure Cookers make cooking as easy as pressing a button!

#### **2. Preserves Nutrients and Cooks Tasty Food**

The Instant Pot® microprocessor optimizes pressure-cooking to produce wholly nutritious, flavorful, tender meals in a consistent fashion. The tight lid and fully sealed environment of each device traps the flavor, nutrients and aroma within the food instead of releasing them throughout the home. During pressure-cooking, heat is distributed evenly, deeply and quickly once pressure is built up. Also, not much water is required for steaming, so vitamins and minerals are not leached or dissolved. As a result, greens retain their bright colors and phytochemicals, meats and bones are thoroughly cooked yet tender, and whole grains and beans are soft and delicious, all with remarkable consistency.

### **3. Energy-Efficient**

The Instant Pot® Electric Pressure Cookers are highly energy-efficient. Unlike other cooking appliances, these intelligent multi-cookers save up to 70% electricity. Plus, as each device is fully sealed during cooking, less steam is dispersed, thus, preserving water and reducing energy consumption.

### **4. User-Friendly and Hassle-Free**

The Instant Pot® Electric Pressure Cookers allow users to whip up quick dishes or plan meals ahead of time with its automatic cooking processes. Unlike conventional pressure cookers, each model carefully times every cooking task and automatically switches to the keep-warm function once the food is prepared. In addition, the delayed cooking feature allows users to postpone cooking for up to 24 hours. Users can also save their customized cooking settings with the LUX and DUO models, which can memorize program settings per cooking program button once defined. This enables users to experiment and achieve optimal cooking results, and store them for future dishes.

### **5. Clean and Pleasant**

During operation, Instant Pot® Electric Pressure Cookers are absolutely quiet. Each device is fully sealed when pressure builds up in the inner pot. Therefore, no hot steam escapes from the pot and no cooking odors emanate throughout the kitchen or the home. Also, there are no messy spills, splashes or spatters and no boiled over foods to clean up. Due to their multi-functional features, Instant Pot® Electric Pressure Cookers can reduce the number of cooking appliances in the kitchen, which helps save money, minimize clutter and keep the kitchen organized.

### **6. Safe and Dependable**

The Instant Pot® Electric Pressure Cookers are carefully designed to eliminate many common errors from causing harm or spoiling food. Each model has passed the stringent UL & ULC certification, giving users uncompromised safety and peace of mind. The Instant Pot® brand protects users with 10 proven safety mechanisms and patented technologies.

Following is an overview of the Instant Pot® family of products, including features unique to each model:

### Instant Pot® IP-Duo Series

- ✓ 7-in-1 multi-functional cooker: electric pressure cooker, slow cooker, rice cooker, yogurt maker, sauté/browning pan, steamer, and warming pot
- ✓ Dual pressure settings for fast and flexible cooking
- ✓ 14 built-in micro-processor controlled programs
- ✓ Can pressure cook for up to 4 hours
- ✓ Slow Cooker settings for 0.5 to 20 hours
- ✓ 3 temperature settings for sauté and slow cook functions
- ✓ Manual keep-warm setting for up to 99 hours and 50 minutes
- ✓ Memorizes user customizations on all cooking program buttons
- ✓ Automatic keep-warm for up to 10 hours
- ✓ Accessories included: stainless steel inner pot, stainless steel steam rack with handles, condensation collector, rice paddle, soup spoon and measuring cup
- ✓ IP-DUO series available in two models:
  - IP-DUO60: 6qt cooking pot and 1000W heating element
  - IP-DUO80: 8qt cooking pot and 1200W heating element



### Instant Pot® Smart

- ✓ Bluetooth capability and free iOS/Android app allows users to monitor cooking progress and create, share and download recipes online
- ✓ 7-in-1 multi-functional cooker: electric pressure cooker, slow cooker, rice cooker, yogurt maker, sauté/browning pan, steamer, and warming pot
- ✓ 14 built-in micro-processor controlled programs
- ✓ Dual pressure settings for fast and flexible cooking
- ✓ Slow Cooker settings from 0.5 to 20 hours
- ✓ Manual keep-warm setting for up to 99 hours and 50 minutes
- ✓ 3 temperature settings for Sauté, Slow Cook and 3 Keep-warm functions
- ✓ Accessories included: stainless steel inner pot, stainless steel steam rack with handles, silicone mini mitts, condensation collector, rice paddle, soup spoon and measuring cup
- ✓ Available as 6qt cooking pot with 1000W heating element



## Instant Pot® IP-LUX

- ✓ 6-in-1 multi-functional cooker: pressure cooker, slow cooker, rice cooker, steamer, sauté & warmer
- ✓ Single pressure setting for fast cooking, cooking with pressure reduces cooking time up to 70%
- ✓ 10 built-in micro-processor controlled programs
- ✓ Can pressure cook for up to 4 hours
- ✓ Memorizes user customizations on all cooking program buttons
- ✓ Accessories included: stainless steel inner pot, stainless steel steam rack with handles, rice paddle, soup spoon, measuring cup, and condensation cup
- ✓ Available as a 6qt cooking pot and 1000W heating element



## Instant Pot® Accu SV800 Immersion Circulator Sous Vide

- Converts Instant Pot® electric pressure cooker to a precision sous vide cooker to make high-end restaurant quality food at home
- Touch-screen digital controls, stainless steel and rubber coating on handle
- 120V/800W
- Attaches securely to the 6Qt or 8Qt inner pot either in or out of Instant Pot® with the adjustable stainless steel clamp that has maximum clamp height of about 8".
- Sous vide cooks easily and with absolute accuracy for up to 72 hours to +/- 1°F between 104-194° F/40-90° C in near silence





**“I LOVE My Instant Pot®!”**

**\*Quote from Amazon review**

## **A Look at the Company Behind the Revolutionary Cooking Appliance**

**Instant Pot®** is currently the number one selling brand on Amazon.com with one of the highest overall customer ratings. An Instant Pot® Community on Facebook boasts over 350,000 highly engaged members and is rapidly growing as a resource for Instant Pot® Electric Pressure Cooker users to share recipes, ask questions and offer usage tips and product suggestions. It's no surprise that thousands of positive online customer reviews exclaim sheer enthusiasm, excitement and praise for the product, along the lines of: “I LOVE my Instant Pot®!”; “Game changer for food prep” and “An absolute godsend...” Today, Instant Pot® models are available at Target and Walmart in addition to Amazon.com. All this is just the beginning for a company that set out to develop a brand that meets the needs of consumers with active, busy, healthy and environmentally conscious lifestyles.

The Instant Pot® Company was founded in 2009 by a team of Canadian technology veterans who set out to explore the food preparation category based on their own personal life experiences. Their objective was to find solutions that would enable busy families and professionals to prepare quality food in less time, promoting better eating and reducing the consumption of fast food.

In late 2010, after eighteen grueling months of research, design and development they introduced the Instant Pot® CSG60, the company's first multi-programmable electric cooker. The product was developed with an advanced microprocessor and incorporated the functions of five different cooking tools into one: pressure cooker, slow cooker, rice cooker, steamer and warmer. This introduction was greatly successful, propelling the team to continue to develop even more versatile products to meet the growing needs of their target audiences.

Each subsequent Instant Pot® product introduction has raised the bar on functionality, user-friendliness and safety. In 2012 the company launched the Instant Pot® Lux60 6-in-1 – a six quart, programmable electric pressure cooker – which was the most advanced pressure cooker available on the market at the time. The Lux60 quickly became the category best seller on Amazon, leading the company to introduce the Lux50, a five-quart version of the product, and later the Instant Pot® Duo, a 7-in-1 multifunctional cooker. Serving as an electric pressure cooker, slow cooker, rice cooker, yogurt maker, sauté/browning pan, steamer and warming pot

all in one convenient small electric appliance, the Instant Pot® Duo catapulted to the top as the best seller across all categories on Amazon.com and remains the number one selling product by the Instant Pot® Company.

In 2014 the Instant Pot® Company followed up with the Instant Pot® Smart Multi-Cooker, equipped with microprocessors and Bluetooth® technology that wirelessly connects, allowing users to program and monitor their cooking from mobile devices via an iOS or Android app. This advancement was a first in the electric pressure cooker category and marked the beginning of a new smart-cooking era. This introduction represented the Instant Pot® Company's technology leadership into the next-level of consumer experience for the Instant Pot® communities.

The Instant Pot® line of products are truly tools for a new lifestyle and especially cater to the needs of health-minded individuals, those with special dietary restrictions, the do-it-yourself food enthusiasts and anyone looking to save time in the kitchen while providing nutritious, well-balance meals. Today, the Instant Pot® product line-up includes the best-selling IP-DUO along with the IP-SMART, IP-LUX and the recently introduced IP-ACCU SV800 Immersion Circulator Sous Vide.

According to Dr. Robert Wang, founder and CEO of the Instant® Pot Company, the company's main goal is to make the Instant Pot® an acronym for the best kitchen experiences ever by offering unsurpassed user interface design and connected technologies. As the company continues to develop and design new products, the world awaits the next advancements in home cooking, brought to you by Instant Pot®.