

**NINJA**  
**Foodi**

PRODUCT MESSAGING:

How we're talking about the  
**Ninja® Foodi® Dual Zone 7.6L Air Fryer**  
**AF300EU**



AF300EU

## Naming Convention: Ninja® Foodi® Dual Zone 7.6L Air Fryer AF300EU



### Tech Spec

Model Number	AF300EU
Product Description	Ninja® Foodi® Dual Zone 7.6L Air Fryer
Wattage	2470W
Technology	DualZone Technology Max Crisp Technology
Capacity	7.6L
Cooking Functions	6 - Max Crisp, Air Fry, Roast, Bake, Reheat, Dehydrate
Includes	2 x 3.8L Cooking Drawers 2 x Ceramic-Coated Crisper Plates Chef-Created Recipe 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

## The air fryer that cooks 2 foods, 2 ways, and finishes at the same time.

More than an air fryer. 6 ways to cook - Max Crisp, Roast, Bake, Reheat, Dehydrate and Air Fry.

- 2 independent cooking zones
- Cooks up to 75% faster than fan ovens\*
- Up to 75% less fat than traditional frying methods\*\*

\*Tested against fish fingers and sausages, including pre-heat.

\*\*Tested against deep fried, hand-cut French fries.

2

### SYNC

**Different foods, different times, different programs - ready at the same time!**

- Want to Air Fry in one drawer and Roast in the other? Different cooking times for chicken goujons and fries?
- SYNC to use 2 different cooking programs, times and temps - both finish cooking at the same time!
- Enjoy freshly-cooked mains and sides together or cater to two different tastes.



3

### MATCH

**Cooking for extra guests or feeding the family?**

- Uses the same cooking program, time and temp in both drawers.
- Make twice the amount of food in the same amount of time!
- Perfect for up to 8 people - each 3.8L drawer fits up to 1kg of fries.



4

### More than an air fryer

**Get creative with 6 cooking functions.**

- Max Crisp, Roast, Bake, Reheat, Dehydrate and Air Fry.
- Max Crisp cooks frozen foods in minutes with temperatures up to 240°C for deliciously crispy results.



5

### Easy to use

**Quickly and easily create a delicious variety of meals.**

- Just feeding one? Cook in a single drawer.
- Digital control panel with countdown timer.
- Variable temperature controls.
- Non-stick, dishwasher-safe parts.
- Includes Chef-Created Recipe Guide.



## Lifestyle Images



## Cutout Images



## The Legal Bit

Please ensure all claims are used alongside the correct disclaimers

Cooks up to 75% faster than fan ovens\*

\*Tested against fish fingers and sausages, including pre-heat.

Air Fry - up to 75% less fat than traditional frying methods\*\*

\*\*Tested against deep-fried, hand-cut French fries.

## 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.



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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