

**NINJA**  
**Foodi**

PRODUCT MESSAGING:

How we're talking about the  
**Ninja® Foodi® Grill & Air Fryer**  
**AG301EU**



AG301EU

## Naming Convention: Ninja® Foodi® Grill & Air Fryer AG301EU



### Tech Spec

Model Number	AG301EU
Product Description	Ninja® Foodi® Grill & Air Fryer
Wattage	1760W
Technology	Cyclonic Air Technology
Cooking Functions	5 - Grill, Air Fry, Roast, Bake, Dehydrate
Includes	5.7L Cooking Pot
	560cm <sup>2</sup> Grill Plate
	3.8L Crisper Basket
	Cleaning Brush
	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

## Enjoy authentic outdoor cooking flavours from an indoor grill

Quickly and easily create your favourite meals, from sizzling steaks and chargrilled halloumi skewers to crispy fries.

- Cook fresh and frozen ingredients
- 5 customisable cooking functions
- Cook with little or no added oil
- Authentic searing and chargrilled flavour

2

## Food cooks quickly and evenly

Grill like a pro with Cyclonic Air Technology.

- Powerful fan circulates temperatures up to 260°C
- No need to flip
- Precisely controlled grill plate temperature



3

## Transform into an Air Fryer

Enjoy your favourite fried foods. Up to 75% less fat than deep frying.\*

- Uses little or no added oil
- Same great taste

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



4

## More than a grill

The possibilities are endless with 5 customisable cooking functions.

- Grill, Air Fry, Roast, Bake, Dehydrate
- Cook from frozen to chargrilled, no thawing required
- In-built timer and precise temperature controls
- Includes inspirational Recipe Guide



5

## Easy to clean

Washing up is a breeze.

- Dishwasher-safe, non-stick parts
- Includes cleaning brush



## Lifestyle Images



## Cutout Images



## The Legal Bit

Please ensure all claims are used alongside the correct disclaimers

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.

**NINJA  
Foodi**

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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