

NINJA[®]

PRODUCT MESSAGING:

How we're talking about the
Ninja[®] Food Processor with Auto-iQ[®]
BN650EU



BN650EU

**Naming Convention:
Ninja® Food Processor with Auto-iQ® BN650EU**



Tech Spec

Model Number	BN650EU
Product Description	Ninja® Food Processor with Auto-iQ®
Wattage	850W
Auto-iQ® Programs	4 - Chop, Puree, Slice, Mix
Manual Settings	Low, High, Pulse
Includes	2.1L Food Processor Bowl with feed chute lid Chopping Blade Dough Tool Slicing/Grating Disc Inspiration 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

Precise food prep in a flash

Create anything from burgers to salads, sauces to salsas, doughs to desserts with this next-generation Ninja® Food Processor.

- Chop, mix, slice and grate in the 2.1L food processor bowl .
- Interchangeable blades and attachments, including a dough tool.

2

Auto-iQ®
ONE-TOUCH INTELLIGENCE

Automatic one-touch processing programs.

- 4 Auto-iQ programs do all the hard work for you.
- Unique pulse, pause and process patterns, tailored to deliver the results you want at the touch of a button.



3

Ninja® Blade Technology

Purposefully-designed attachments and durable stainless steel blades.

- Create salsas, burgers, falafels, fishcakes and more with the Chopping Blade.
- Enjoy homemade coleslaw, salads and grated cheese with the Slicing/Grating Disc.
- Easily mix bread and pizza doughs, cake and pancake batters with the Dough Tool
- Driven by a powerful 850W motor

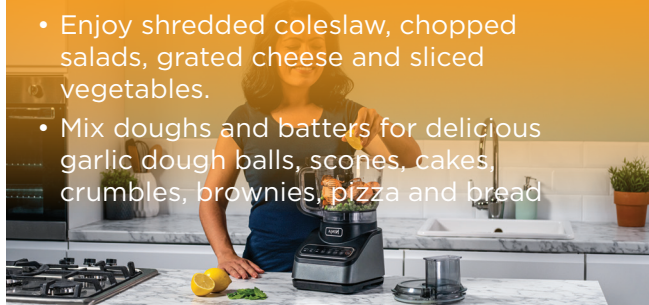


4

Delicious results, endless possibilities

From snacks and sides to full meals.

- Easily create homemade veggie burgers, fishcakes, meatballs, bhajis and falafels.
- Enjoy shredded coleslaw, chopped salads, grated cheese and sliced vegetables.
- Mix doughs and batters for delicious garlic dough balls, scones, cakes, crumbles, brownies, pizza and bread



5

Easy to use

Simple one-touch controls.

- Easily select either automatic programs or manual settings.
- Dishwasher-safe parts for easy cleaning.
- Includes inspirational Recipe Guide to kick-start your imagination



Lifestyle Images



Cutout Images



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