

TM
FOODI

NINJA
Foodi
MAX

PRODUCT MESSAGING:

How we're talking about the
Ninja® Foodi® MAX 9-in-1 Multi-Cooker
OP500EU



OP500EU

Naming Convention:
Ninja® Foodi® MAX 9-in-1 Multi-Cooker OP500EU



Tech Spec	
Model Number	OP500EU
Product Description	Ninja® Foodi® MAX 9-in-1 Multi-Cooker
Wattage	1760W
Technology	TenderCrisp Technology
Cooking Functions	9 - Pressure Cook, Air Crisp, Slow Cook, Bake/Roast, Grill, Sear/Sauté, Steam, Yoghurt, Dehydrate
Includes	7.5L Cooking Pot
	4.7L Cook & Crisp Basket
	2-Tier Reversible Rack
	Pressure Lid
	Crisping Lid
	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

Take meal times to the max

Large capacity to feed the whole family.

Cook and crisp with **TenderCrisp** Technology.

- Pressure cook to lock in juices, crisp for the perfect finish
- Pressure cooking creates tender meals up to 70% faster* than traditional methods
- Swap to the Crisping Lid to give food a crispy, golden finish

* Compared with slow-cooking, simmering or braising.

2

One pot does the lot!

Easily switch between 9 cooking functions.

- Pressure Cook, Air Crisp, Slow Cook, Steam, Sear/Sauté, Bake/Roast, Grill, Yoghurt and Dehydrate
- Air Fry guilt-free fried food with little to no oil. Up to 75% less fat than traditional frying methods**

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



3

Cook mains and sides at the same time

Create complete one-pot meals with the 2-tier reversible rack.

- Easily layer vegetables, rice and grains with meat or fish
- Quickly cook full meals in one pot
- Maximises cooking space



4

Cook from frozen

Get the same delicious crispy finish.

- Defrost, cook and crisp in one go
- TenderCrisp a whole chicken from frozen in a fraction of the time



5

Family-size capacity

Easily create full meals, snacks, sides and desserts to feed the whole family.

- Extra-large capacity
- Includes family-size 7.5L Cooking Pot and 4.7L Cook & Crisp basket
- Non-stick, dishwasher-safe parts



Lifestyle Images



Cutout Images



The Legal Bit

Please ensure all claims are used alongside the correct disclaimers

Pressure Cook up to 70% faster* than traditional methods

* Compared with slow-cooking, simmering or braising.

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**

CLEAR SPACE

To ensure visual balance and clarity, the logo should be surrounded by a minimum of 3mm clear space.

Minimum 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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