

NINJA[®] Foodi[®]

PRODUCT MESSAGING:

How we're talking about the
**Ninja[®] Foodi[®] 8-in-1 Multifunction Oven
SP101EU**



SP101EU

**Naming Convention:
Ninja® Foodi® 8-in-1 Multifunction Oven SP101EU**



Tech Spec

Model Number	SP101EU
Product Description	Ninja® Foodi® 8-in-1 Multifunction Oven
Wattage	2400W
Technology	Digital Crisp Control Technology
Cooking Functions	8 - Air Fry, Roast, Bake, Grill, Dehydrate, Toast, Bagel, Keep Warm
Includes	Air Fry Basket Oven Tray Wire Rack Removable Crumb Tray 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 oven that crisps and flips up and away.

Get creative with this multifunction oven.
8 cooking functions – Air Fry, Roast, Bake, Grill, Dehydrate, Toast, Bagel and Keep Warm.

- Quickly and easily create delicious family meals - purposefully designed for traybake meals.
- Flips away for compact storage and easy cleaning.

2

Family meals in 20 minutes

Up to 50% faster than fan ovens*

- Super-quick 60 second preheat time.
- Perfect for traybake meals, from flaky fish and roasted vegetables to lemon and herb chicken breasts with crispy potatoes.
- Create homemade pizzas, potato wedges, toasted sandwiches, pastries, cookies and more.

* Tested against sausages and fish fingers.



3

Digital Crisp Control Technology

For a perfectly cooked inside and crispy outside.

- 6 infrared heating elements enable a wide temperature range.
- Variable airflow circulates hot air around food at different speeds for quick and even cooking and crisping.



4

8 cooking functions

Easily create a wide range of delicious results.

- Air Fry, Roast, Bake, Grill, Dehydrate, Toast, Bagel, Keep Warm.
- Air Fry – Up to 75% less fat than traditional frying methods**. Enjoy the same great taste using little or no added oil.
- Fits a 33cm pizza, 1kg of fries or 6 slices of bread.

**Tested against deep fried, hand cut French fries



5

Easy to use

Reclaim your counterspace – store on its side to take up 50% less space

- Flip away for compact storage and easy cleaning.
- Removable crumb tray and accessible back panel.
- Digital display, timer and interior light.
- Includes Baking Tray, Air Fry Basket, Wire Rack and Chef-Created Recipe Guide.



Lifestyle Images



Cutout Images



The Legal Bit

Please ensure all claims are used alongside the correct disclaimers

Up to 50% faster than fan ovens*

*Tested against sausages and fish fingers.

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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