



**GE APPLIANCES**  
a Haier company

## **GE Appliances Launches Popular Air Fry Technology in New Wall Ovens** *Built-in cooking mode enables healthier cooking without the countertop clutter*

**LOUISVILLE, Ky.—February 19, 2019**—GE Appliances, a Haier company, has taken the hot air fry trend to a new level. The leader in industry firsts for cooking is adding hot air frying and dehydrate modes to its new CAFÉ™ and GE Profile™ lines of built-in wall ovens, giving consumers a convenient, clutter-free option for healthier eating. Over a recent 12-month period, more than [4 million stand-alone air fryers were sold](#), making it among the fastest-growing small appliance segments in the United States.

“An air fryer can reduce the amount of fat and calories in your food, allowing people and families to eat healthier,” said Paul Bristow, executive director of product management, built-in cooking, GE Appliances. “The benefit of an air fryer is that oil is replaced by a fan that blows hot air down onto the food, delivering a cleaner and healthier cooking experience with a crispy result that gives a great crunch.”

GE Appliances leads the cooking segment with industry firsts and consumer-driven innovations that improve cooking skills, promote healthier eating and create efficiencies for busy households. It is the first manufacturer to build both hot air frying and dehydrate modes into its ovens, additions that are the latest in a long line of purposeful innovations.

“When it comes to cooking, GE Appliances thrives on making the cooking experiences easier for consumers across our brands,” said Brian McWaters, senior commercial director, built-in products, GE Appliances. “And we do so with style, attention to every detail and an eye on all the latest trends.”

### **CAFÉ Wall Ovens**

Like all CAFÉ appliances, the brand’s new wall ovens feature customizable finishes and hardware to give kitchen designs a distinct, personalized appearance. In addition to the new hot air frying and dehydrate modes, the ovens offer a 7-inch full-color LCD touch control that provides an air of sophistication. They’re complemented by WiFi connectivity, scan-to-cook technology and precision cooking modes that provide foolproof oven settings specific to the food.

### **GE Profile 7000 Series Wall Ovens**

GE Profile’s wall ovens with hot air frying and dehydrate modes also include intuitive, brilliant-touch, 7-inch full-color LCD controls, precision cooking, scan-to-cook technology and WiFi connectivity. And they boast additional features that appeal to everyone from tech enthusiasts to aspiring home chefs. Capabilities include time-saving, meal-enhancing modes like GE Appliances’ industry-exclusive Direct Air Convection for efficient and consistent results, zero-preheat for most food types, and never-scrub roller racks for easy cleaning of the oven racks by leaving them in place during the self-clean cycle.

The CAFÉ wall ovens will be available in April 2019 in 27- and 30-inch sizes in single and double wall oven configurations with a stainless steel finish at an MSRP of \$2,849-\$4,149. The



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GE Profile 7000 Series will be available in April 2019 in 27- and 30-inch single and double wall ovens in stainless, black stainless and black slate finishes at an MSRP of \$2,749-\$3,849.

See these industry-first cooking innovations at the Kitchen and Bath Industry Show in GE Appliances' Booth C5819 and the International Builders' Show in Booth C6331.

#### **About GE Appliances WiFi-Connected Technology**

GE Appliances, a Haier company, a leader in WiFi-connected appliance technology, makes consumers' lives easier while improving their daily routines. With its connected suite of GE Appliances, people and families can monitor and maintain their home from near or far using their voice or a mobile device. GE Appliances uses the U+ Connect platform as the smart connection that seamlessly integrates their connected appliances with partners, including Amazon Alexa, the Google Assistant, Apple® HomeKit™, Amazon Dash Replenishment, Nest Labs, Drop, IFTTT, SideChef, Hestan Cue™ and Innit. Connected appliances are also updated remotely with new capabilities and can assess their own performance, allowing for unparalleled service. To learn more, visit <https://www.geappliances.com/ge/connected-appliances/>.

#### **About GE Appliances**

GE Appliances, a Haier company, creates “good things, for life” through our passion for great appliances and the happiness they can bring to every household. With the Hotpoint, Haier, GE®, GE Profile™, CAFÉ™ and Monogram® brands, people and families have more choices for making their kitchens and homes amazing each day. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners and water filtration systems. For more information, visit [www.geappliances.com/our-company](http://www.geappliances.com/our-company).

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#### **For more information, contact:**

Wendy Treinen  
GE Appliances  
502.452.5002  
[wendy.treinen@geappliances.com](mailto:wendy.treinen@geappliances.com)