

THE RETAIL observer

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AN EYE ON THE INDUSTRY SINCE 1970

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for other foods of choice, from side dishes to dessert.

"We believe this product will completely change the game when it comes to smoked food," said André Zdanow, executive director of small appliances at GE Appliances. "Not only are we simplifying the smoking process, we are opening it up as a cooking method to a whole new audience that may not have had the time or outdoor space to try smoking food before. From weeknight dinners to cocktail garnishes, and home tailgating to peach cobbler, consumers can explore all the possibilities of having an electric smoker that is ready to go at any time."

The Indoor Smoker delivers the flavors consumers demand from a traditional smoker, and it looks sleek in any kitchen. Additional features that make dinner prep and clean-up a breeze include:

- **Smoke and Hold** ensures your favorite smoked foods are ready when you are, with a convenient Auto Warm setting that holds foods at food-safe temperatures for up to 24 hours. Gone are the days of overcooked meals, or cold dinners if guests arrive late.
- **GE Profile Connect+** lets users set their desired smoke levels and monitor the cooking progress from anywhere via the SmartHQ app, ensuring consistent and efficient results. Consumers can work in their home office or pick up the kids from school while checking the status of their food or controlling the settings with a few taps. Owners will also receive over-the-air feature updates like guided recipes as they are released for endless recipe tips and inspiration.
- **Its small footprint and large capacity** can fit three racks of baby back ribs, a brisket, a whole chicken, up to 40 chicken wings, or a 14-pound pork butt. It delivers the same results consumers demand from a traditional smoker, but with a fraction of the wood pellets, making it more cost-effective and efficient. Plus a pellet capture system extinguishes used pellets and collects them in a water tank for easy disposal.
- **Dishwasher-safe removable racks and drip trays** for easy clean-up.

The Indoor Smoker comes with a cookbook crafted by Chef Dallas McGarity, executive chef and owner of The Fat Lamb, winner of the Food Network's cooking challenge show "Chopped," and a GE Profile chef ambassador. It also includes a temperature probe and a bag of co-branded GE Profile and Kona pellets to get users started. Users can receive up to 20% off when they re-order pellets, or they can schedule a pellet subscription through Kona. If users already have their favorite pellets, the Indoor Smoker is designed to be used with any brand intended for use with pellet grills or smokers.

"Smoking food is an art form that has been practiced for centuries. Whether you are a novice or an expert smoker, the GE Profile Indoor Smoker will take your smoking skills to the next level, all from the comfort of your kitchen counter," said Chef Dallas McGarity. "I find that smoking food can be a social experience, and this indoor smoker now gives me the flexibility to smoke even small meals inside with my family and friends. From traditional meats to smoked Brussels sprouts and desserts like s'mores, the meals you can create are endless."

The Indoor Smoker was invented at FirstBuild, the co-creation, maker

space, and microfactory owned by GE Appliances. These game-changing features led consumers to invest in this innovation (formerly known as Arden) through an Indiegogo crowdfunding campaign that was backed by 1,156 people and \$835,774 in funding.

Based on its success, it has now graduated to the GE Profile brand and will be available at retailers nationwide for a suggested retail price of \$999. Visit www.geappliances.com/indoorsmoker for more information about the GE Profile Smart Indoor Smoker.

RUVATI

POWERFUL PATTERN

Ruvati unveils HexBottom line with an etched geometric design that keeps sinks looking new without grids or sink protectors.



Ruvati combines style and practicality with their latest design innovation – HexBottom sinks. This patent-pending technology brings an embossed finish to stainless steel sink bottoms that is both beautiful and functional. The etched geometric print manifests as a subtle texture that protects against surface scratches and daily wear. With its stylish hexagonal pattern, HexBottom is the new must-have option for today's busy kitchens.

Now is the time to toss those traditional sink grids that are unsightly, and difficult to clean around. Hexbottom is a fresh alternative, perfect for modern kitchens with its clutter-free aesthetic and stylish matte finish. Ruvati offers HexBottom in two extraordinary sink designs. Gravena Hex is an undermount sink with a deep rectangular basin and curved corners. Its spacious 30" capacity is sized to handle the largest pots and pans with ease. Roma Hex is a workstation sink with Ruvati's signature built-in ledge to accommodate the sliding accessories, including a composite cutting board, and the brand's patented folding drying rack. Both sinks are constructed from premium 16-gauge stainless steel that will never rust or stain, and covered by Ruvati's Limited Lifetime Warranty.

Discover the innovation that Ruvati brings to every sink design. Visit www.ruvati.com for more information about HexBottom textured sinks and other extraordinary Ruvati products.



**MAXIMIZE SPACE.
MINIMIZE MESS.**

Ruvati offers a large selection of workstation sinks that convert your kitchen sink to a full-fledged workspace.

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