



CHEFMAN®

COOKING FORWARD.

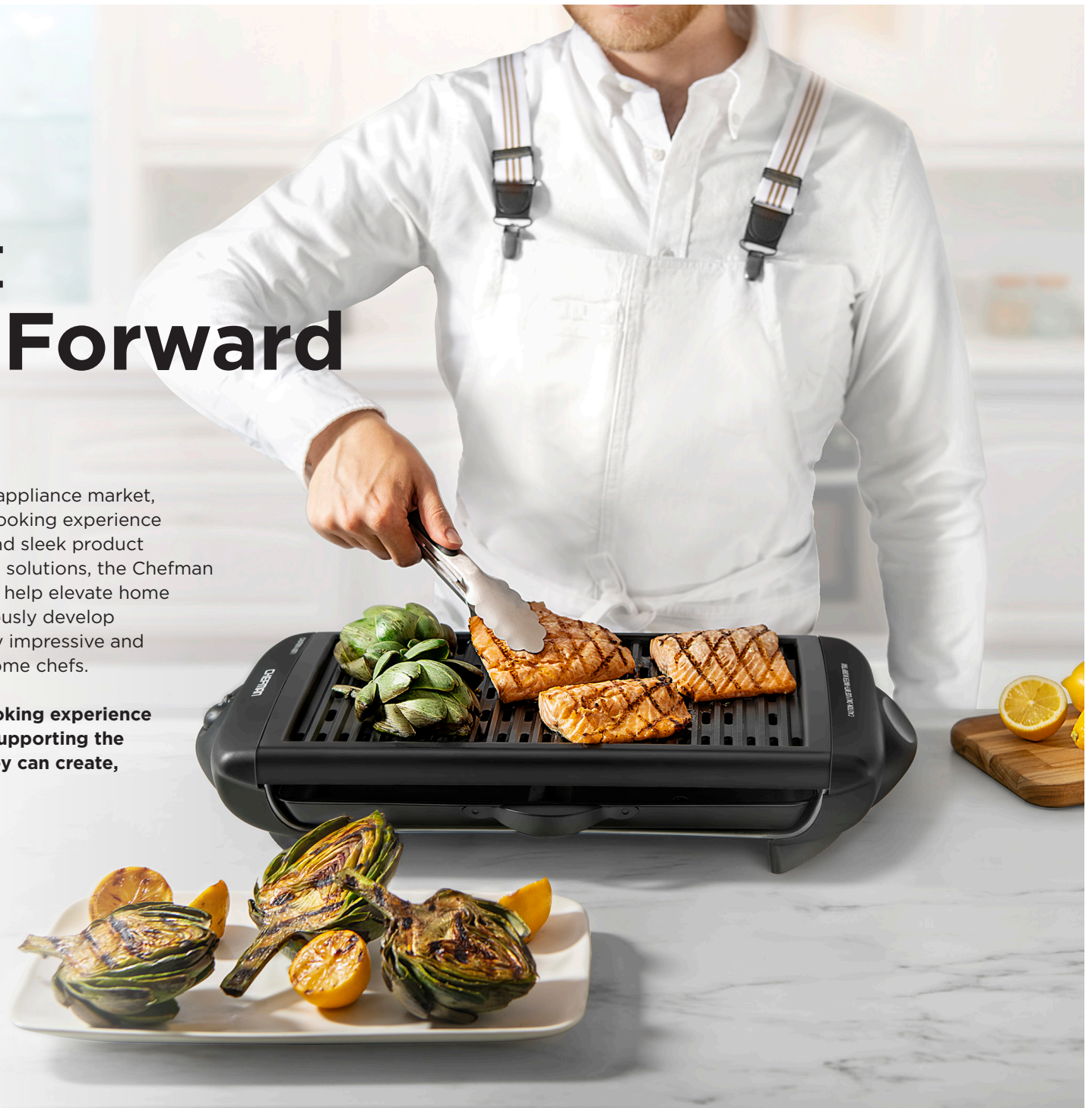
**2020
PRESS KIT**



Chefman: Cooking Forward

Chefman is a leading brand in the small appliance market, dedicated to revolutionizing the home cooking experience with the most functional, high-quality, and sleek product designs. From simple ideas to innovative solutions, the Chefman line adds excitement and accessibility to help elevate home cooking with ease. We strive to continuously develop groundbreaking tools to create endlessly impressive and equally convenient experiences for all home chefs.

Our mission is to enhance the home cooking experience by designing easy-to-use devices and supporting the home chef every step of the way, so they can create, share, and enjoy irresistible meals.





New Product Releases

Explore the
2020 additions
to the Chefman
collection.

RJ25-C

FOOD MOVER™ CONVEYOR TOASTER



Proprietary conveyor belt system



Viewing window to watch food cook while it moves through the system



Conveyor belt is removable and dishwasher-safe



6 presets with Capacitive Touch Control



7 shade toast settings



Infrared heating elements

RJ14-SFB

FROTH AND BREW SINGLE SERVE COFFEE MAKER



Reusable filter included



Durable stainless steel



Creates both regular brews and specialty drinks



Accepts both K-cups and coffee grounds



Hot or cold froth



Dishwasher-safe parts



New Product Releases

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RJ14-UB

INSTACOFFEE SINGLE SERVE COFFEE MAKER



Instant re-boil function
allows you to brew cup
after cup with no wait time



Accepts both K-cups
and coffee grounds



Narrow profile fits and
stores anywhere



Stainless steel
accents



Self-cleaning
function



Fits most travel
mugs*

*Travel Mug Not Included

RJ38-12-AS

AUTO-STIR AIR FRYER OVEN +



Auto-stir rotating arm for
even cooking



Versatile for roasting,
grilling, frying, and baking



Viewing window



14 presets with
Capacitive Touch
Control



Bake pan, wire racks,
and basket included



Non-stick for easy
cleanup



New Product Releases

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2020 additions
to the Chefman
collection.

RJ14-UB

TOAST-AIR™ TOUCH CONVECTION OVEN + AIR FRYER

WITH
DUAL-FUNCTION
COOKING



Programmable with
Capacitive Touch Control



98% less oil means less
fat and fewer calories



Dishwasher-safe
fryer basket



Easy adjustable
digital controls



Dual-function
cooking feature



Recipe book
included

RJ38-12-AS

CARBON FIBER SMOKELESS INDOOR GRILL



No smoke with fully
sealed surface



Reaches 446°F
in seconds



Disassembles for easy
cleaning; dishwasher-safe
tray and grill plate



Carbon Fiber heating
technology with heat
reflectors for even cooking



Simple one-touch
operation



Cool-touch handles



Chefman in the News and Media

TODAY



“Instantly in 4 minutes have the perfectly cooked waffle...so you cannot screw this up! Super easy... Really fun!

— Today Show Segment, Fall Forward Tech



“That’s a WOW!

— Today Show Segment, Hot Housewares

TODAY



“What’s neat about it is, it’s one touch control... and it’s for use indoors with virtually no smoke!

— Today Show Segment, Fun In The Sun Gadgets

the Strategist

The Best Waffle-Makers on Amazon, According to Hyperenthusiastic Reviewers

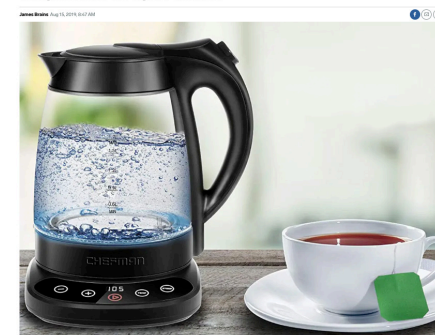


“It is not always that a product fulfills the billing that the manufacturer puts forth... This waffle-maker does.

— The Strategist, The Best Waffle Makers and Irons

BUSINESS INSIDER

This \$60 clear tea kettle has every last feature you’d want, including a function that keeps water at a steady temperature for up to an hour



“The Chefman kettle is an excellent addition to our kitchen. If someone were to take it, we would likely replace it with the exact same model.

— Business Insider, Insider Picks

ALSO SEEN ON

Mashable

FSR

CR Consumer Reports

delish

Food Newsfeed

HSN

QVC

FUPPING

the STRATEGIST

msn

HOMEWORLD

NBC NEWS

THE INSPIRED HOME

Taste of Home

NXTMODERN

MEDIA PLANET

HOUSEWARES EXECUTIVE

c|net

InStyle



Getting Social with Chefman

Using bold imagery of our sleek product line featuring the freshest, most vibrant ingredients, we've established ourselves as an influential culinary brand in the social space. With bonus content including step-by-step recipes and tutorials, our presence goes beyond aesthetics and creates a lasting impact.



Instagram

27K

Followers

3M

Impressions in 2019



Facebook

5K

Followers

15M

Impressions in 2019



Pinterest

4K

Followers

760K

Impressions in 2019



YouTube

3.5K

Followers

1.4M

Impressions in 2019





Shopping Chefman

Consumers can find Chefman products at their favorite go-to retailers both in-store and online.

JCPenney

TARGET



KOHL'S

SHOPKO



amazon

BED BATH &
BEYOND

Dillard's

Boscov's

MENARDS

PRICE SMART
Membership Shopping

COSTCO
WHOLESALE

BEALLS



BEST
BUY

BJ's

LONDON
DRUGS



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