

Instant Pot Introduction

2021



Success Story



INSTANT BRANDS
established
Ottawa, Canada, 2009



2nd INSTANT POT 'LUX' Launch
LUX 6-in-1
Start selling on Amazon
Best Seller in the multi-cooker category



Start communicating with social media
Facebook over 30K Followers
27% US market share in 2015



No.1 Brand Value
Over 6,000K Followers / Over 2,000 recipe books
No.1 brand in the NA small appliance market
80% Market share in the multi-cooker market
2018 sales increased 228% vs. 2017



1st INSTANT POT Launch
CSG 5-in-1
Market research for 18 months



Best selling model 'DUO' launch
DUO 7-in-1
No.1 Best seller in all amazon categories



Hot Trend 'INSTANT POT'
Increase sales to off-line stores
2017 sales increased 353% vs. 2016

Corelle
Brands
+
Instant Brands

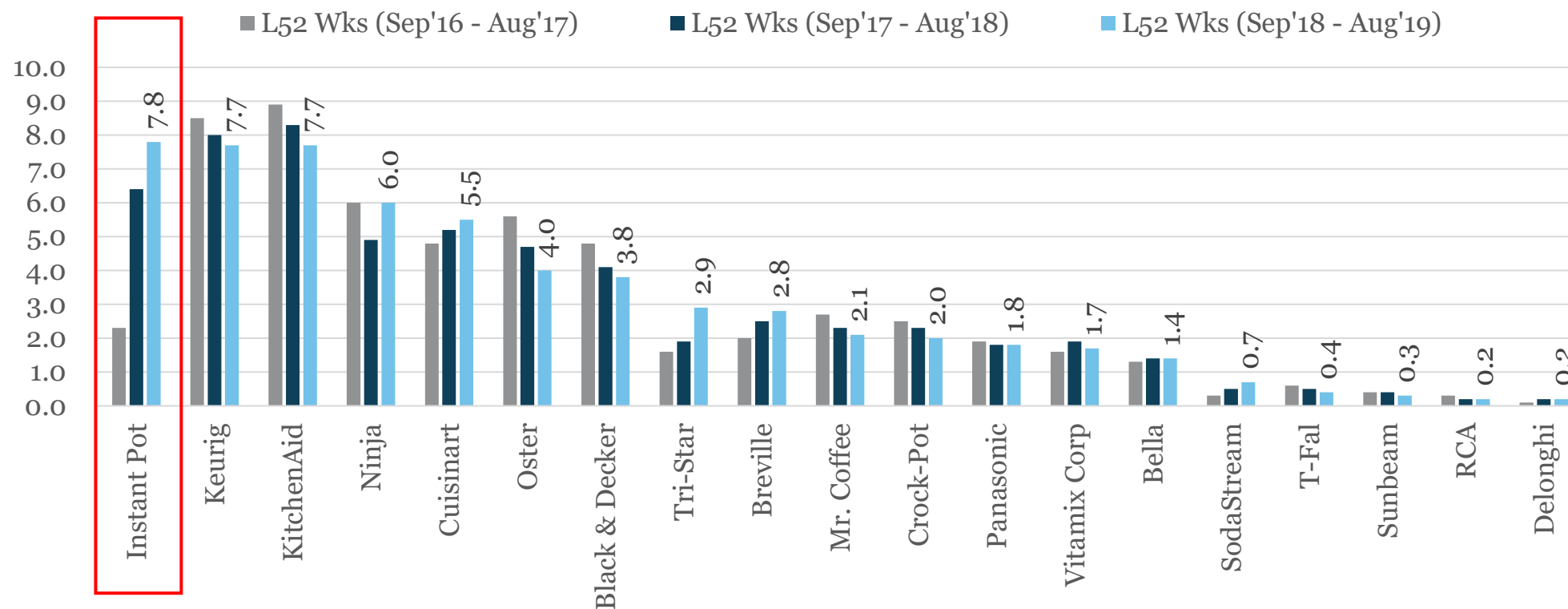
Merged with Corelle
Mar, 2019
Selling 397K on Amazon Prime Day
2019

Success Story



No.1 Brand in North American Small Appliance Market

Small Kitchen Electrics – North America
(August L52 Weeks POS \$ Share)



► Surpassing long time players - Keurig, KitchenAid, Cuisinart and Ninja

Instant Brands®

CORELLE

pyrex®

Instant

CHICAGO CUTLERY.

Snapware®

CORNINGWARE®

VISIONS®

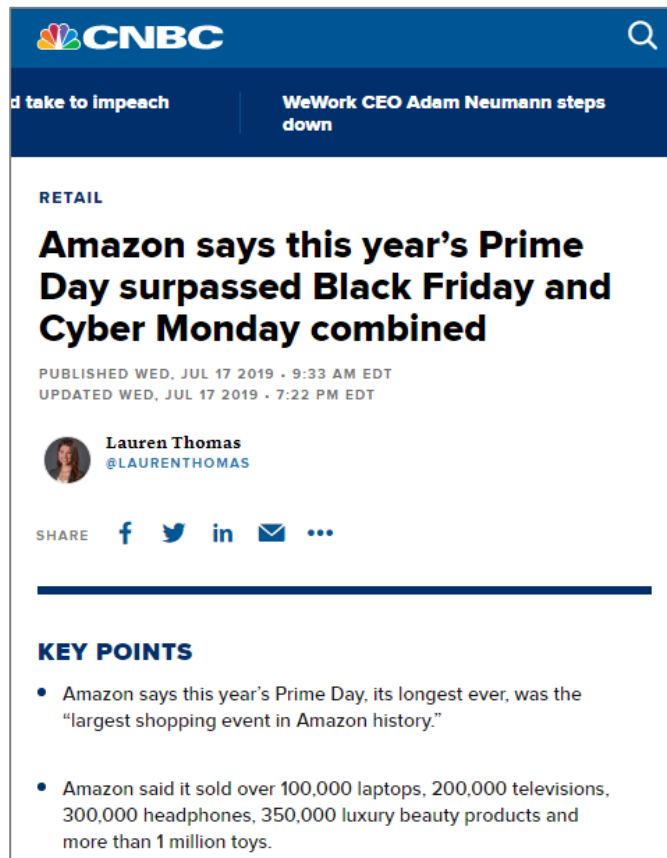
Source: NPD Cooker Category US + CAN, YTD, w/e August 31, 2019

Success Story



2019 Amazon Prime Day

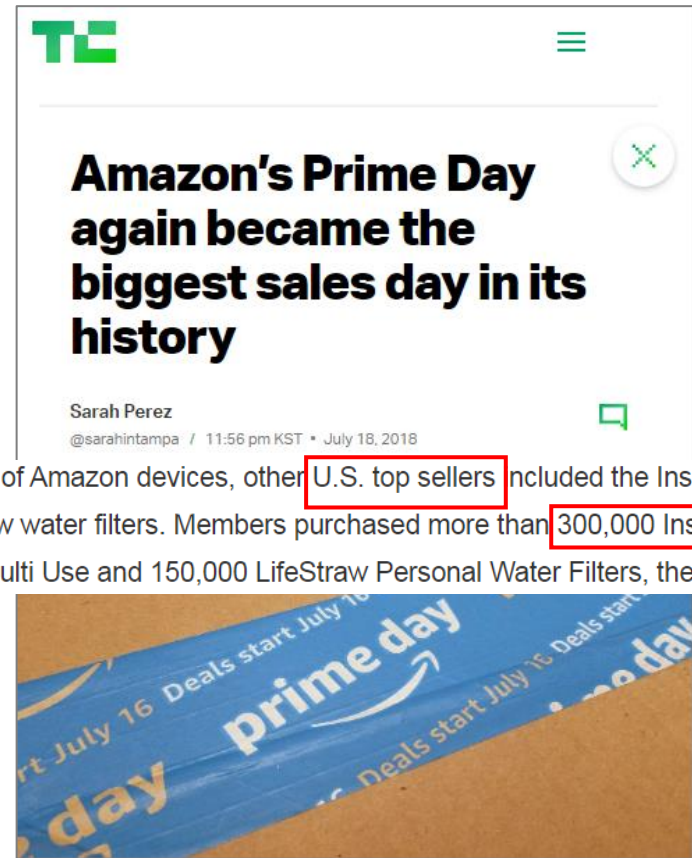
Top Selling Item (CBNC) - about **400K** units sold



Top Selling Item in Amazon for 3 years

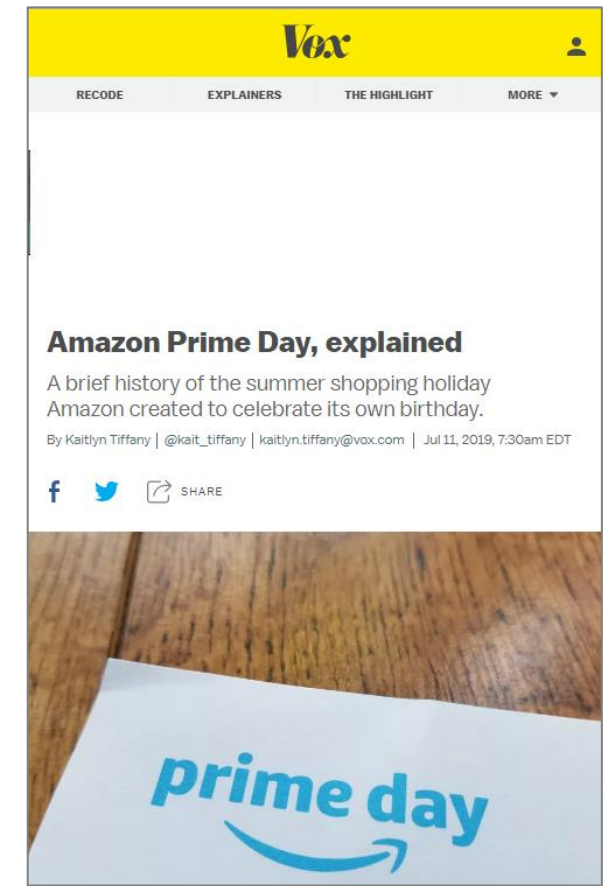
2018 Amazon Prime Day

Top Selling Item (TC) - Over **300K** units sold



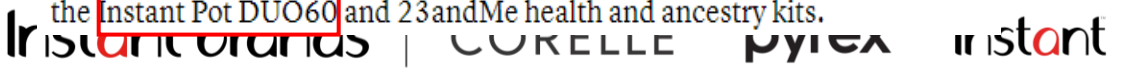
2017 Amazon Prime Day

Top Selling Item (Vox) - Over **215K** units sold



In the U.S., it said **top-selling items** were the LifeStraw Personal Water Filter, the **Instant Pot DUO60** and 23andMe health and ancestry kits.

From there, things only got bigger and bigger — as did Amazon itself. In 2016, **the company declared** "the second annual Prime Day" the "biggest day ever for Amazon." This time, Prime members bought **over 215,000 Instant Pots.**



Instant Pot Digital Community



Members • 8 million

Followers • 2 million

Instant Pot® Community

Public group

About

Discussion

Units

Members

Events

Videos

Photos

Files

Recommendations

Watch party

Search this group

Instant Pot COMMUNITY

[+ Join group](#) [More](#) Join this group to post and comment.

About this group

Description

Welcome to the Worldwide, and GROWING Instant Pot® electric cooker Community!

Instant Pot® is the registered trademark of Instant Brands Inc.

Here you can interact with the international community of Instant Pot users to ask questions, post unique recipes, get useful tips and generally share the joy of cooking with our revolutionary multi-cookers.

We can also assist each other with limited, initial "trouble-shooting" to get you and your new pot working together, and guide you to additional resources to make learning this innovative appliance fast and fun.

BEFORE posting here, please review THIS:
<https://www.facebook.com/notes/instant-pot-community/the-official-instant-pot-facebook-community-posting-guidelines/2679201918840446/>

If you are NEW to Instant Pot, please start HERE:
http://bit.ly/InstantPot_Welcome

You are not alone, you have friends in your kitchen:
http://bit.ly/InstantPot_Welcome_Video

For support contact: <https://instantpot.com/support/>

Get Social with Instant Pot...
www.instagram.com/instantpotofficial
www.pinterest.com/instantpot
www.twitter.com/instantpot

HISTORY

Group created on 28 April 2015

[See more](#)

GROUP BY

Instant Pot® 240,667 people like this

[Shop Now](#)

UNITS

0 of 5 required units completed

Go to Units

These files are here to help you advance and enjoy using your Instant Pot, from getting started to learning the pro secrets. Each Unit will cont...

RECENT GROUP FILES

20191229_142328_resized.jpg Updated on Sunday

[See more](#)

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

[Create Group](#)



Up to 3k interactive discussions posts daily to inspire your menus!

Leenna Sales shared a link. 55 mins

Don't know if anyone has tried it but I'm going grocery shopping tomorrow to try all of these 17 freezer meals to just dump into instant pot website gives already made grocery list and 17 different recipes

17 Easy Freezer Dump Meals For Your Instant Pot

ACADIANASTHRIFTYMOM.COM

17 Easy Freezer Dump Meals For Your Instant Pot

17 Easy Freezer Dump Meals For Your Instant Pot If you're like me, you fin...

337 100 comments 359 shares

Rachel White 43 mins

Made ribs tonight for the first time. 😊

<https://youtu.be/YDLdMpy7mCM>

13 14 comments

[Like](#) [Share](#)

View 1 more comment

RECENT ACTIVITY

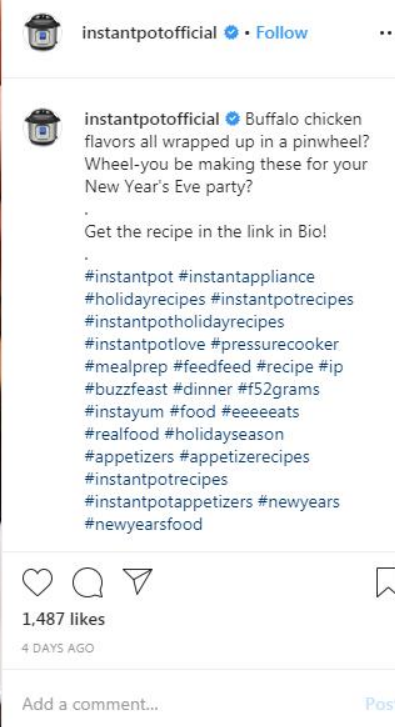
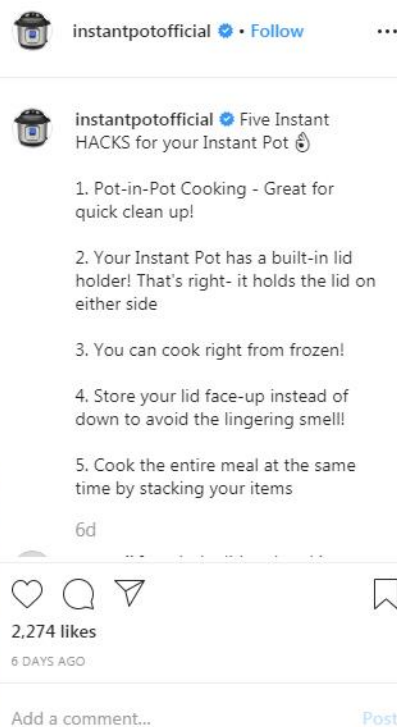
Ramona Lynn-Goldberg 3 hrs

I have been so afraid, SCARED TO DEATH, to do this. Wanted to make a cheesecake for my Jewish husband who is Stage 4 Terminal Colon Cancer. Just kept putting it off. Today I asked my 12 year old granddaughter to help. So we proceeded and this is our outcome: Granddaughter and I are excited to let it sit and decorate it. Hope it tastes good for him. I love my hubby, but he doesn't eat much and I am praying this is good. Thank you all for posting your pictures and tempting me into this.

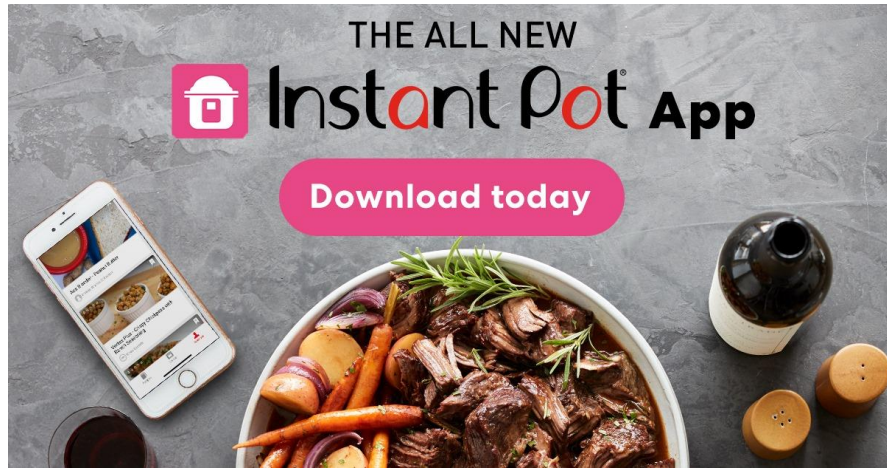
8.2K 1.1K comments 8 shares

RE® VISIONS®

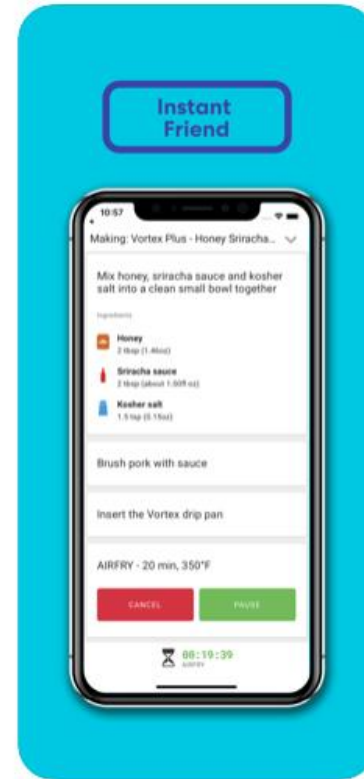
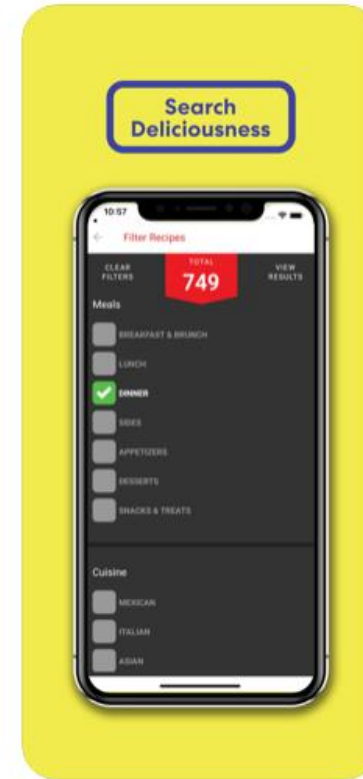
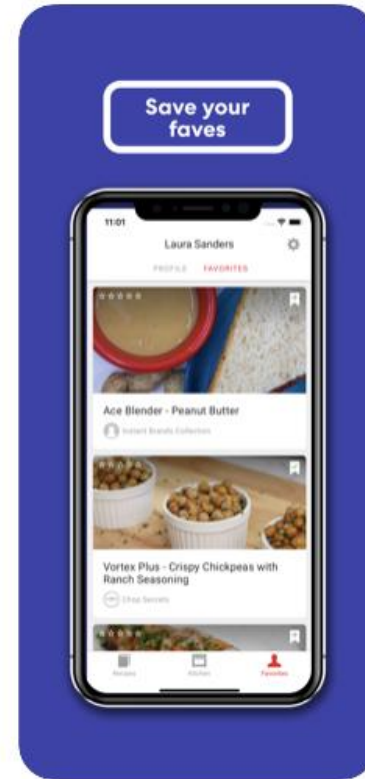
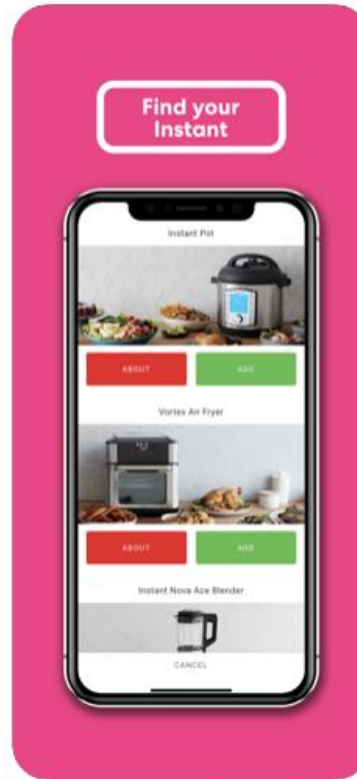
Instant Pot Digital Community



Instant Pot Digital Community



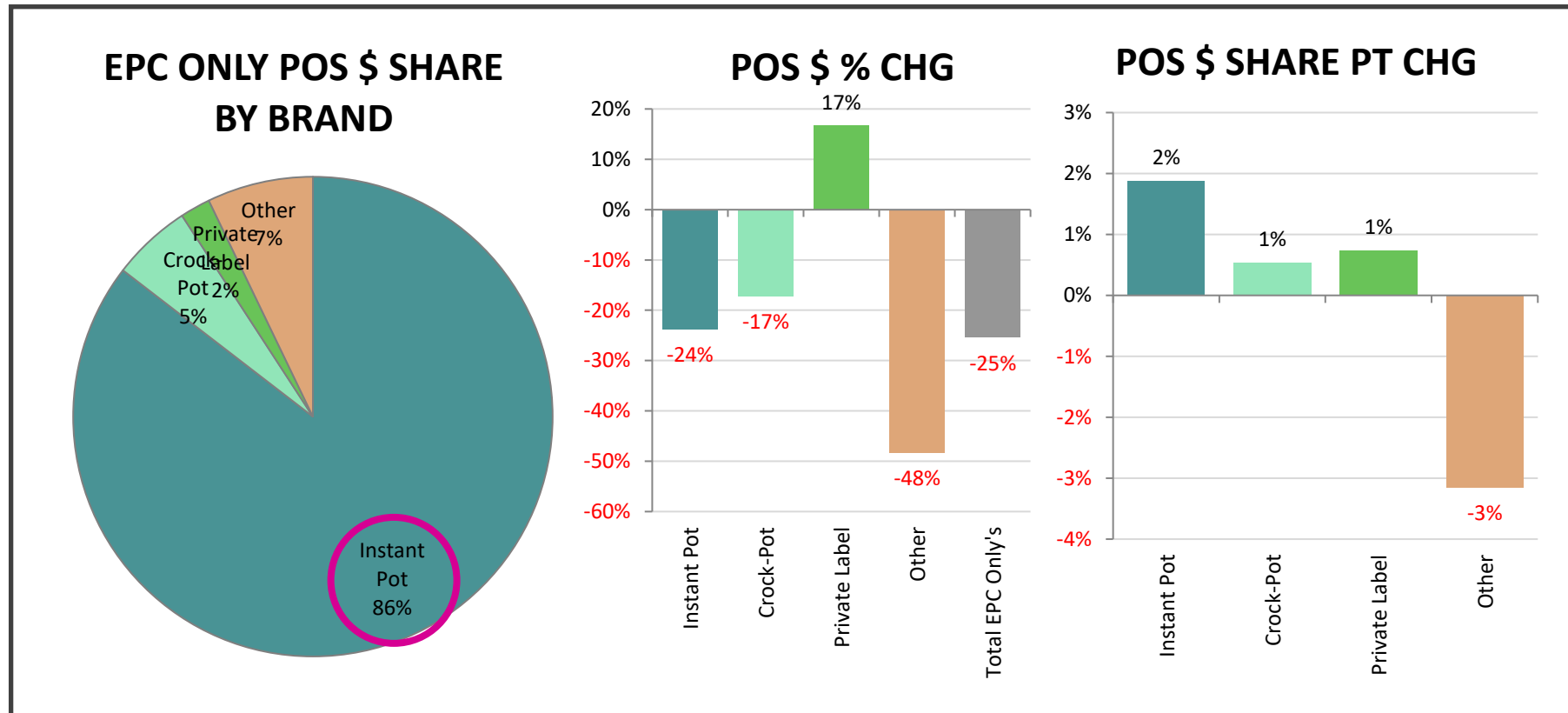
- Over 1,000 recipes available on the app
- Learn useful tips and tricks
- Find easy recipes that fit your diet and lifestyle
- Learn new ways to cook popular foods



Instant Brands™ - Market Trends

EPC

Instant is the #1 Brand within the EPC category with
86% \$ Market Share



Instant Brands™ - Consumer Use

Why are consumers using Electric Pressure Cookers?

Saves Time & Energy

- Electric pressure cookers are **energy efficient kitchen appliances**.
- Compared to other cooking methods, such as baking, boiling, or steaming, pressure cooking can **reduce your cook time & energy usage by up to 70%**.
- Cooking with an EPC **will not heat up your entire kitchen**.

Eat Healthier

- Foods cooked in an EPC retain **more nutritional value** compared to boiling or steaming.
- Pressure cookers cook food quickly, deeply and evenly, and may allow **foods to retain up to 90% of those water-soluble vitamins**.

Convenience

- With reduced cooking time an EPC can be used to prepare a **nutritious and tasty meal in mere minutes**.
- Perfect kitchen appliance for **consumers with busy, on-the-go lifestyles**.
- Automated cooking allows consumers to **just set it and forget it**. You are no longer tied to the kitchen to make an amazing meal!



Instant Brands™ - Duo

7-in-1 Duo (3Qt), (6Qt), & (8Qt)

Duo, the number 1 selling multi-cooker, combines 7 kitchen appliances in 1, Pressure Cooker, Slow Cooker, Rice Cooker, Steamer, Sauté, Yogurt Maker and Warmer, prepares dishes up to 70% faster to support your busy lifestyle.

Features & Benefits

- **7 Ways to Cook:** Replaces 7 kitchen appliances - Pressure Cooker, Slow Cooker, Rice Cooker, Steamer, Sauté/Searing, Yogurt Maker & Warmer.
- **Just Set It and Forget It:** Features 13 Smart Programs - Soup, Meat/Stew, Bean/Chili, Poultry, Sauté/Simmer, Rice, Multigrain, Porridge, Steam, Slow Cook, Keep Warm, Yogurt, and Pressure Cook. Now, your favorite dishes are as easy as pressing a button!
- **24 Hour 'Delay Start':** Allows you to postpone the cooking start time to have dinner ready when you are. Automatic Keep Warm function maintains your meal temperature until it is time to serve
- **Dual Pressure Settings:** Dual Pressure Settings for fast and flexible cooking. Cooking with high pressure reduces cooking time by up to 70% and cooking with low pressure avoids overcooking delicate foods.
- **Accessories Included:** Stainless steel steam rack with handles. The cooking pot, lid and steam rack are dishwasher safe.



Instant Brands™ - Duo

5 Star Reviews

"Its like an experimental cook's dream machine."

– Melissa G.

"This really is the most versatile appliance I own. And on those hot summer days when you don't want to heat up the kitchen it's a lifesaver! No more hot oven heating up the house for hours, just grab the IP!"

– MeadowlarkMT

"The Instant Pot is a total game changer for time-starved cooks, working moms, and anyone who doesn't have time to stand over a stove waiting for a pot to boil."

– Kindle Customer



"I didn't want to like the Instant Pot because it seemed like such a fad/trend, but... I am now one of its biggest promoters. I LOVE this thing. I think that I've only used my stove and oven a couple of times since I got an IP."

– TM Conway

"I use this for everything! How did I live without this before?"

– The Galavan

"It proudly sits on my counter and is used nearly every single day." – Prairie Princess

Instant Brands™ - Duo Plus

9-in-1 Duo Plus (3Qt), (6Qt), & (8Qt)

Make slow-cooked meals fast with the Instant Pot Duo Plus. The perfect companion to your existing Instant Pot, this compact model is ideal for preparing small meals and side dishes, vegetables and other accompaniments such as rice.

Features & Benefits

- **9 Ways to Cook:** Pressure cooker, slow cooker, rice/oatmeal cooker, sauté/searing pan, yogurt maker, egg maker, steamer, warmer and sterilizer.
- **Just Set It and Forget It:** 13 smart programs - Soup/Broth, Meat/Stew, Bean/Chili, Cake, Egg, Slow Cook, Sauté/Searing, Rice, Multigrain, Porridge, Steam, Sterilize, Yogurt, Keep Warm, and Pressure Cook, your favorite dishes are as simple as pressing a button!
* Duo Plus Mini 3Qt does not include the following features: Cake and Bean/Grain
- **Make All Your Favorites Fast:** A great dish is a press of button with 13 microprocessor-controlled programs taking the guess-work out of your cooking. You can achieve perfect results every time
- **Easy to Use, Easy to Clean:** Upgraded steam release button. Designed with a large, user-friendly LCD display with a new user interface to adjust the cooking & pressure levels. Exterior, brushed stainless steel fingerprint resistant and inner pot and steam rack are dishwasher safe.
- **Accessories Included:** steam rack with handles



✓ Purchase Interest above benchmark
(Quantitative Survey, n=300, Aug 2020)

Instant Brands™ - Duo Plus

5 Star Reviews

"My instant pot never gets put away. It cooks to perfection everything we cook." – Amazon Customer

"I have always hated to cook but the IP makes cooking fun, and when you have company, you can make preparations ahead of time, dump everything in before dinner and spend time with company instead of in the kitchen."

– Patty

"This product is my best friend, and I would marry it and grow old with it if I could. I'm eating healthier. Eating out less. Cleanup is easy. The food tastes awesome."

– Kim



"If you're a stay at home mom like myself with not time to eat, it's the best thing invented! Definitely worth every penny!"

– Jaime

"It put fun and "adventure" back in my cooking. You won't be disappointed if you buy one."

– RogueValGal

"I LOVE LOVE LOVE this pot!" – Caeles

Instant Brands™ - Vortex

5 Star Reviews

"I would recommend this machine to anybody who'd listen."

– Michael Pantoja

"Nice being able to eat some of my fried favorites without a huge mess and wasteful oil. Extremely happy with this purchase! What will "Instant" put out next?" – Angela Goodwin

"Love it. I'm not a professional cook whatsoever and this air fryer makes me feel like a chef, easy to use and clean."

– Diana



"It holds SO much, it's sleek looking, fits perfectly in with my appliances and it is a really high-quality air fryer!"

– Shannon



"Bought this for my wife. The whole family uses this. You cannot go wrong with this Air Fryer."

– Mikie

"Excellent product! Easy to clean and works very fast. Makes cooking super easy!"

– Dr. Big Daddy

Pricing – FOB China

Product	Description	Item Code	Recomm Retail Price (US\$)	Min Advertis ed Price (US\$)	Export Price Range (US\$)	MOQ 40HC	Port of Loading	HS Codes	UK Model Voltage
	Duo 6Qt 220V	112-0134-01	139.00	109.00	46 - 52	1,700	Beijiao	8516.60.90	220V, 50HZ, Plug G
	Duo Plus 6Qt 220V	112-0135-01	169.00	129.00	61 - 66	1,700	Beijiao	8516.60.90	220V, 50HZ, Plug G

- Distributor to handle and complete local certification process
- As these are UK models, there will only be English text. Local rework is required to include the local language on the retail box and user manual.

Thank You