

## **Yummly 2.0 Will Integrate Curated Cooking Experiences into Whirlpool® Kitchen Appliances**

*App identifies recipes, orders groceries and sends recipes to appliances as Yummly and Whirlpool simplify meal time*

**LAS VEGAS, Jan. 8, 2018** – As a leading platform for personalized recipe recommendations and cooking resources, [Yummly](#) is bringing its latest iteration of the app into Whirlpool smart appliances. Yummly 2.0 will improve life in the kitchen every step of the way, including advanced image recognition technology to recommend recipes based on the ingredients users have on hand, streamline grocery shopping and meal prep with scheduling features, step-by-step recipes, including video tutorials, timers, and more handy tools to make cooking a breeze. These recipes even connect to select Whirlpool® ovens to make cooking faster, easier and better with a variety of features including the ability to set and change temperature, settings, cook time and more right from a device, ultimately taking the guesswork out of cooking.

No two families are the same. Yummly recognizes this and provides everything families need to improve life in the kitchen. Tell Yummly diets, allergies, tastes and flavor preferences and it will only serve up recipes that match. Then further narrow down the search of its over two million recipes by ingredient, prep time, course, cuisine, occasion, nutrition and more.

“Yummly uses patented technology and proprietary data to understand food and taste, making it the ideal source for recipes tailored to specific taste preferences and dietary needs,” said Brian Witlin, chief executive officer, Yummly.

“The integration with Whirlpool brand will strengthen the power of the app, allowing home cooks to seamlessly send recipes and cooking instructions straight to the appliance, getting a great result every time,” continued Masiar Tayebi, chief operating officer, Yummly.

The latest Yummly update integrates with smart appliances from Whirlpool and adds to a variety of features and functions to make meal time simpler.

- **Meal Scheduling for Busy Families:** People who struggle to get dinner on the table on time will appreciate the scheduling option with Yummly. Schedule a recipe to the exact time families want to eat and it's instantly added to the calendar. Users will even get a gentle nudge when it's time to start cooking.
- **Ingredient Recognition:** Yummly 2.0 will use the latest in image recognition technology to recognize multiple foods simultaneously and recommend recipes based on these on-hand ingredients. Machine learning will be used to train and evolve Yummly's image recognition model, which will learn from an extensive database of food images.
- **Fully Integrated Cooking Experiences:** For additional help to perfect the online recipe, Yummly 2.0 will work with Whirlpool® appliances to provide a fully integrated cooking experience. This new experience will identify recipes that work with connected appliances, take the recipe from the app and send the cooking instructions straight to the Whirlpool® range or microwave.[1] The appliance will follow the recipe and users will be able to follow along with the guided cooking process via the Yummly app with step by step recipes, including video tutorials, timers and more handy tools to make cooking a breeze.[1] Yummly 2.0 will help users through every step to take the guesswork out of cooking.

- **Seamless Integrations:** In addition to soon being able to connect with Whirlpool® appliances, Yummly syncs with other time-saving technologies as well. With one click, users can add the ingredients from any recipe to their shopping list. Yummly automatically categorizes the items to make any trip to the store a snap. No time to shop? An integration with Instacart provides the option to have ingredients delivered in an hour.

Yummly is currently available in the [Apple App Store](#) and [Google Play Store](#), and runs on iPad, iPhone and Android devices.

Whirlpool® acquired Silicon Valley-based Yummly in May 2017, and will be showcasing the latest Whirlpool and Yummly innovations from January 9-12 at CES® at booth #41725 in the Smart Home section, located at the Sands Expo Center.

For more information on the company's care-centric product innovations and to join the conversation, visit [ces.whirlpool.com](http://ces.whirlpool.com) and follow #CareSmarter.

*[1] Appliance must be set to remote enable. WiFi & App required. Features subject to change. For details and privacy statement, visit [whirlpool.com/connect](http://whirlpool.com/connect).*

### **About Whirlpool Brand**

For more than one hundred years, Whirlpool brand has been inspired by how people care for their families. Whirlpool brand is designing home appliances that are focused on improving how families give and get the care they need with the latest technologies and innovations – whether that means most flexible refrigerator storage for all types of family needs, induction technology for efficient cooking and easier cleaning, or laundry pairs that sense and adapt to clothes with the latest in connected technologies. Whirlpool brand is part of Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances. Whirlpool Corporation is also one of Habitat for Humanity's largest corporate partners for over 15 dedicated years, donating a refrigerator and range to every new Habitat for Humanity home built in North America. For more information on Whirlpool, please visit [whirlpool.com/everydaycare](http://whirlpool.com/everydaycare) or find us on Facebook at [facebook.com/whirlpoolusa](https://facebook.com/whirlpoolusa) or Twitter at [@WhirlpoolUSA](https://twitter.com/WhirlpoolUSA). Additional information about the company can be found at [whirlpoolcorp.com](http://whirlpoolcorp.com).

### **About Yummly**

Yummly, founded by David Feller and Vadim Geshel in 2009, is a leading digital platform (mobile and web) for personalized recipes and cooking resources. Since Yummly's inception, it has been active in the digital kitchen and connecting users to the recipes they love. From recipe recommendations to handy tools and helpful videos, Yummly has everything needed to improve life in the kitchen every step of the way. The company, headquartered in the heart of Silicon Valley, uses patented technology and proprietary data to understand food and taste, making it the best source for recipes tailored to specific taste preferences. For more information, visit [www.yummly.com](http://www.yummly.com).

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