

Thanks, but no Thanks-giving:



As Gatherings in the Pandemic Are Predicted to Shrink, How We Are Cooking Is Changing, Too

51% of People Plan to Celebrate the Holidays With Fewer People This Year

Trimming the Fat: Consumers Look for Ways to Simplify Holiday Prep

- Online grocery orders
- Smaller quantities
- Flexibility with ingredients used
- Easier dishes

From Guest to Chef: Embracing Tradition and Creating New Ones

1 in 3 4 in 10

plan to cook a family favorite for the first time

plan to try a new recipe



Sick of Cooking?

54%

of consumers are looking to save time by buying more ready-to-cook items, prepping meals in advance, and/or using the microwave, air fryer, or pressure cooker.

According to consumers polled from March 2020 through September 2020:

13%

feel bored

11%

feel exhausted

9%

feel overwhelmed

Simplify the Prep



1. Put your small appliances to work.

If your oven is overloaded, use a countertop toaster oven for more capacity

2. Organize it!

Fridge Stacking rules: Turkey on the bottom, dessert in the middle, veggies on top and dairy on the door for easy adds.

Kitchen Confidence

3. Take Stock. Don't make stock: GE Profile™

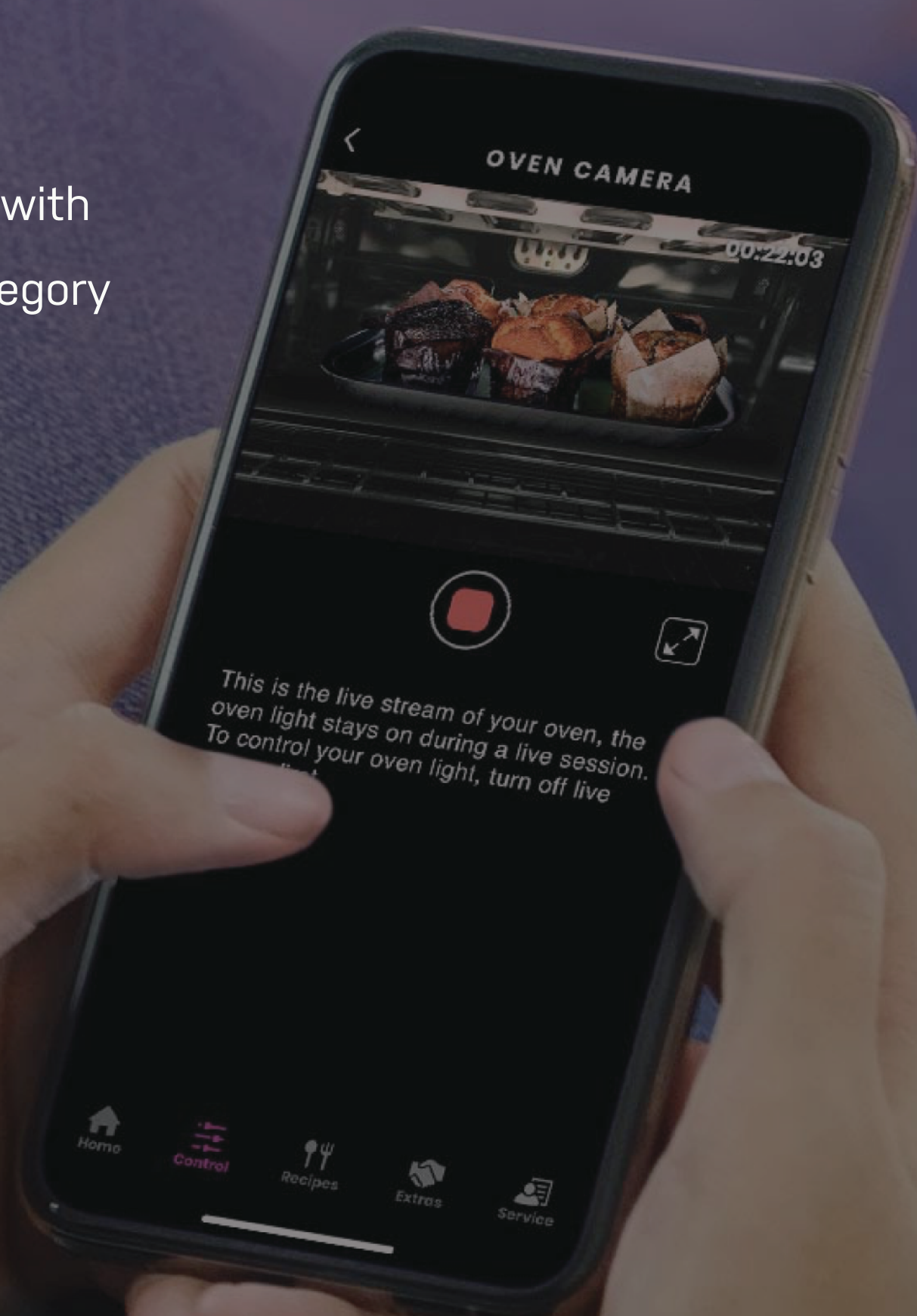
Precision Cooking Modes, allow owners to shortcut with quick touch controls and pre-set temps by food category for perfect results on new dishes.

Why not Air Fry the brussels sprouts this year?

4. Pro Tip! GE Profile™ induction cooktops combines

video-guided recipes from chefs that auto-sync to control temps in your pan.

5. Smarter Cooking: Multi-tasking at its best with new, GE Profile™ in-oven cameras. Go ahead and watch football while watching your food cook from your phone!



6. Hi, Grandma!!:

Virtually connect to family with GE Appliances Kitchen Hub featuring dual cameras and videochat to bring them right into your kitchen.

7. Turduck-say what?

Try the SmartHQ™ Home Flavorly app to up your cooking game with video-guided recipes.



8. Put down the scrub brush.

Skip the pre-rinse, save water (One normal dishwasher cycle uses the same amount of water as just over 2 minutes of rinsing) and let your dishes shine. GE Appliances' steam pre-wash and sensor technology keeps your hands out of the sink and Aunt Ida's serving dishes sparkling.

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Profile

This is smarter cooking