

## **Press Release**

Barcelona, November 30, 2006

### **Fast and organic cooking technology from Singapore to tackle obesity**

#### **Oil free cooking, grilling and boiling concept uses infrared and vacuum technology with perfect results**

Introduced by Singapore design student Brian Law Chuan Chai, and selected as one of nine finalists for this year's Electrolux Global Design Lab, Organic Cook is a fast, flexible and oil free cooking appliance for the home of 2016. This table top appliance combines infrared technology and vacuum cooking to bring healthy meals to the table in a fraction of the time traditional cooking would require.

Shaped as a bowl, and topped off with a neat lid, Organic Cook allows consumers to cook their food at the table. Offering oil-free frying, grilling and boiling options in one appliance, Organic Cook is designed to meet an ever-growing need for more flexibility, together with healthier cooking. The appliance allows its users, via an intuitive touch sensitive cooking selector, to activate and manage the appliance with minimal fuss.

Food cooked in Organic Cook is heated and brought to the right result through a combined use of Infrared technology and vacuum cooking; ensuring heat cooks the food directly with no external influences. High-efficiency radiant energy sends high frequency electromagnetic waves from the invisible end of the light spectrum to the cooked food without heating the air. The infrared uses fat already present naturally in the food to cook it directly. The vacuum system ensures all flavors are held inside the food as none are allowed to escape into the vacuum space.

Composed of four separate sections, the internal cooking pad can be adapted to the style of cooking desired. A digital dial operator around the circumference of the appliance's hood allows for easy setting or adjusting of the cooking temperature.

# Design Lab '06

Organic cook sits on a wooden support structure which also houses the power inlet. Wood was chosen for the base due to its esthetic properties and its link to nature, emphasizing the device's natural cooking method.

Organic Cook is one of nine finalists in this year's Design Lab Competition. In the fourth edition of this global competition, run by Electrolux, design students are being challenged to seek food preservation and preparation solutions that promote healthy eating habits for the consumer in 2016.

More details on the current as well as past editions of Design Lab can be found on the competition's recently revamped and dedicated website:  
[www.electrolux.com/designlab](http://www.electrolux.com/designlab)

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