



Ninja brings the heat with first outdoor appliance, the Ninja Woodfire™ Electric BBQ Grill & Smoker

- *The launch marks Ninja's first entry into the barbecue market.*
- *The innovative new Electric BBQ Grill is designed to create authentic Woodfire flavours with 100% real wood-burning pellets.*
- *Complete with seven functions under one hood, users can smoke, air fry, grill and more.*



London, UK – Rain or shine, Brits love a barbecue – and Ninja, the UK's leading air fryer brand¹, has officially joined the party with the launch of the [Ninja Woodfire™ Electric BBQ Grill & Smoker](#) OG701UK.

Enabling users to enjoy authentic Woodfire flavours in any outdoor space, the electric Ninja Woodfire Electric BBQ Grill & Smoker is ready to go with no charcoal, gas or flames. Simply plug in for an authentic barbecue experience on a campsite, in a garden or even on a balcony.

Using 100% real wood-burning pellets for authentic Woodfire flavours, it's a must-have this summer and beyond.

With seven different functions under one lid: **Grill, Smoke, Air Fry, Roast, Bake, Reheat** and **Dehydrate**, the outdoor cooking possibilities are endless.

Ninja's unique Woodfire technology also tenderises large cuts of meat, enabling users to experiment with different ingredients and flavours. Grill everything from BBQ classics like burgers, sausages and halloumi kebabs, to tender beef brisket, sticky ribs, juicy steaks, spatchcock chicken, a whole salmon fillet, chargrilled vegetables and so much more.

Air fry chips and wedges, bake potatoes and bread rolls, or delight guests with quick, easy desserts like caramelised pineapple and grilled peaches. Plus, the ability to infuse your meal with a burst of smoky Woodfire flavours.

With many smokers requiring a substantial amount of wood pellets to deliver authentic smokey flavour, the Ninja Woodfire™ Electric BBQ Grill & Smoker uses only one or two small scoops of pellets to achieve that classic, delicious BBQ flavour without the fuss. You can even cook from frozen to chargrilled – perfect for a no-prep weeknight BBQ or cooking freezer favourites. So, whatever the weather brings, consumers can enjoy versatile, fuss-free grilling.

What's more, to inspire aspiring grill masters – Ninja have teamed up with renowned Italian chef Gino D'Acampo to create a range of recipes to bring a European flavour to Woodfire cooking. The recipes include European favourites will be landing on the Ninja Test Kitchen website over the coming weeks.

¹ UK market data, sales by value, Jan'21-Dec'22

The Ninja Woodfire Electric BBQ Grill & Smoker comes equipped with a Woodfire Pellet Starter Pack, pellet scoop, and crisper basket, as well as a recipe guide developed by Ninja chefs to help consumers master the art of grilling.



Additional accessories available for purchase include the [Ninja Woodfire™ Electric BBQ Grill Stand](#) (£149.99), the [Ninja Woodfire™ Electric BBQ Grill Cover](#) (£29.99), and the [Ninja Woodfire™ Electric BBQ Grill Flat Plate](#) (£29.99).

Spokesperson at SharkNinja, said: *“We’re extremely excited to take Ninja outdoors with the launch of the Ninja Woodfire Electric BBQ Grill & Smoker, which is here to rival the competition with its all-in-one features. It is now easier than ever before to achieve that quintessential outdoor woodfire flavour that we all love, without the classic inconveniences.”*

Gino D’Acampo, said: *“Outdoor cooking is a huge part of the Mediterranean lifestyle – and that’s why I’m delighted to be working with Ninja to bring the Woodfire Electric BBQ Grill & Smoker to the UK, and help Brits master the art of grilling and so much more. Whether it’s beautifully smoked meats, crispy chicken or grilled vegetables – this grill can do it all in so many outdoor spaces. ”*

The Ninja Woodfire™ Electric BBQ Grill & Smoker OG701UK is currently available to purchase at ninjakitchen.co.uk for £349.99, and will also be available at select UK retailers including Argos, Amazon, JLP, Lakeland, Curry’s, Very.

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Photo Caption:

The [Ninja Woodfire™ Outdoor Grill & Smoker](#) (RRP £349.99) Unlocks the ability to master grill, smoke, air fry, and so much more with 100% real woodfire flavor, all under one hood.

About the Ninja Woodfire™ Electric BBQ Grill & Smoker OG701UK

Consolidate your favorite outdoor cooking activities like gas grilling, BBQ smoking and air frying into one, with a product that does it all. The Ninja Woodfire™ Electric BBQ Grill & Smoker features seven functions – so you never have to sacrifice your favourite outdoor meal.

BBQ Grill: The Ninja Woodfire™ Electric BBQ Grill & Smoker’s grill function allows you to grill with the lid open for that authentic BBQ experience, or no-hassle lid-shut cooking – perfect for cooking thick cuts of meat or frozen food to perfection.

BBQ Smoker: Achieve delicious, smoky flavours with the BBQ smoke function – with an integrated smoke box that uses natural wood pellets and a convection, the Ninja Woodfire™ Electric BBQ Grill & Smoker evenly circulates heat and smoke around food, ensuring rich, fully developed woodfire flavours.

Outdoor Air Fryer: Bring all of the benefits of an air fryer outdoors with the Ninja Woodfire™ Electric BBQ Grill & Smoker’s air fryer function, which allows you to everything from vegetables to chips with up to 75% less fat than traditional deep frying².

About SharkNinja:

SharkNinja is devoted to developing 5-star consumer rated products that make life easier in the home, from award-winning vacuums, innovative sophisticated kitchen appliances and intelligent personal care products. Pioneers in advanced floor care solutions and revolutionary household appliances, SharkNinja provides today's consumer with an unrivalled standard of world class and desirable products that enhance their busy lifestyle.

SharkNinja utilises engineering bases in Boston, London, and China to create a 24-hour non-stop design cycle, rapidly bringing new ideas to market to immediately meet emerging market trend.

² *Tested against deep-fried, hand-cut French fries.