GE Profile™ Smart Mixer with Auto Sense

Introducing the GE Profile Smart Mixer, the smartest stand mixer in the USA* that's disrupting the baking industry. A CES® Innovation Awards Honoree, GE Profile's latest advancement in baking solutions takes on the stagnant world of stand mixers with connected, industry-first features and innovative technology that take the guesswork out of baking for perfect results every time.



Loaded with Premium, Disruptive Features:

- **Auto Sense Technology** monitors changes in viscosity through motor torque feedback to optimize mixing, whipping and emulsifying performance while an automatic shutoff feature turns the mixer off when the timer ends. Just set it and press start for perfect results every time. Overwhipping and undermixing fails are no longer a risk in recipes**that previously required intuition and experience.
- **Built-In Smart Scale** takes human error out of the equation. Baking success is based on exact measurements and the most seasoned chefs know this means additional equipment. This mixer allows users to precisely weigh ingredients right in the mixing bowl or any other container to prepare every recipe with zero doubt.
- **Voice Control**: "Alexa, stop mixer." Users can connect to Alexa or Google Home and use voice commands to stop the mixer, set a timer, adjust the speed and zero the scale, leaving your hands free to flour, shape and plate without interruption.
- **Contemporary Form and Function**: The innovative features of the GE Profile Smart Mixer are matched by its sleek, modern design. Cutting-edge details like the universal, ergonomic and front-centric lift-and-lock design make the mixing bowl easy to mount and lock, whether you're right- or left-handed. The mixer is also equipped with a signature GE Profile rotating light ring at the top, notifying users of the status of the mixer to provide distraction-free functionality that fits your home. It is available in Carbon Black, Stone White and Mineral Silver.
- **GE Profile Connect+** takes the mixer to the next level with new features pushed as over-the-air updates and more than a dozen guided recipes with step-by-step instructions connected to the mixer. Recipes are sent straight to the mixer, allowing it to keep getting better with time.
- **Digitally-Controlled, Heavy-Duty Motor** that runs at a lower temperature for extended life and consistent high power that can work through the tough batches and stiff doughs without overheating or stalling. As the first Smart Mixer with an advanced digital brushless DC motor system in the U.S., the mixer is engineered to reach high speeds that are perfect for emulsifying and foaming and features a unique Reverse Mode that is ideal for reducing and untangling sticky dough or handling small dough batches.
- **Made in America:** The GE Profile Smart Mixer with Auto Sense is designed, engineered and assembled in the U.S.

* Sold in USA. Smart features include: Wi-Fi connectivity, voice control, and OTA- data sources, NPD,52 weeks ending July 31, 2021

** *Based on recipes available in the app. Recipes will continue to be added and updated over time.*

Where to Buy:

Available exclusively at Crate & Barrel at launch, the GE Profile Smart Mixer is currently available online and at select stores across the U.S., starting at $999 MSRP.

Product Images:







