



GE Profile™ Makes Smoking Food on Kitchen Countertops Possible with its Smart Indoor Smoker

The revolutionary food smoker brings the taste of the great outdoors, indoors and will debut at the Consumer Electronics Show in Las Vegas

LOUISVILLE, Ky – January 3, 2024 – Ahead of the Consumer Electronics Show (CES)®, GE Profile™ today announced the GE Profile Smart Indoor Smoker with Active Smoke Filtration. The GE Profile™ Smart Indoor Smoker provides a revolutionary way to experience a time-honored cooking method—smoking food, without the hobbyist hassle. With innovative technology and countertop convenience, smoked food no longer requires a huge time commitment, a backyard and nice weather.

As the first and only indoor smoker, the Indoor Smoker generates fresh smoke flavor using wood pellets and circulates the smoke throughout the inside of the smoker. Its innovative Active Smoke Filtration technology keeps the smoke inside the unit, not in your kitchen. Users will smell the aroma of the food cooking.

Creating flexibility for users from novice to pro, smoke intensity and temperature can be separately dialed in to achieve perfect flavor thanks to a separate heat source for burning pellets and cooking foods. Whether a hint of smoke or full smoke flavor is preferred, the Indoor Smoker gives cooks the ability to customize. Five adjustable smoke settings let users control the smoke levels until they find their ideal flavor. This level of customization allows cooks to explore barbeque favorites or new recipes with ease and achieve consistent results. The six preset food settings create amazing results for brisket, pork ribs, pork butt, chicken wings, chicken breast and salmon using a heat source at the bottom of the appliance. Users can also customize their own food and smoke settings for other foods of choice from side dishes to dessert.

"We believe that this product will completely change the game when it comes to smoked food," said André Zdanow, executive director of small appliances at GE Appliances. "Not only are we simplifying the smoking process, but we are opening it up as a cooking method to a whole new audience who may not have had the time or outdoor space to try smoking food before. From weeknight dinners to cocktail garnishes and home tailgating to peach cobbler, consumers can explore all the possibilities of having an electric smoker that is ready to go at any time."

The Indoor Smoker delivers the flavors consumers demand from a traditional smoker and it looks sleek in any kitchen. Additional features that make dinner prep and clean up a breeze include:

- **Smoke and Hold** ensures your favorite smoked foods are ready when you are with a convenient Auto Warm setting that holds foods at food safe temperatures for up to 24 hours. Gone are the days of overcooked meals or cold dinners if guests arrive late.
- **GE Profile Connect+** lets users set their desired smoke levels and monitor the cooking progress from anywhere via the SmartHQ app, ensuring consistent and efficient results. Consumers can work in their home office or pick up the kids from school while checking the status of their food or controlling the settings with a few taps. Owners will also receive over-the-air feature updates like guided recipes as they are released for endless recipe tips and inspiration.
- Its **small footprint and large capacity** can fit three racks of baby back ribs, a brisket, a whole chicken, up to 40 chicken wings or a 14-pound pork butt. The same results consumers demand from a traditional smoker but with a fraction of the wood pellets, making it more cost effective and efficient. Plus, a pellet capture system extinguishes used pellets and collects them in a water tank for easy disposal.
- **Dishwasher safe, removable racks and drip trays** for easy clean up.

The Indoor Smoker comes with a **cookbook crafted by chef [Dallas McGarity](#)**, executive chef and owner of The Fat Lamb, winner of the Food Network's cooking challenge show "Chopped" and GE Profile chef ambassador. It also **includes a temperature probe and a bag of co-branded GE Profile and [Kona pellets](#)** to get users started. Users can receive up to 20% off when they re-order pellets or schedule a pellet subscription through Kona. If users already have their favorite pellets, the Indoor Smoker is designed to be used with any brand intended for use with pellet grills or smokers.

"Smoking food is an art form that has been practiced for centuries. Whether you are a novice or an expert smoker, the GE Profile Indoor Smoker will take your smoking skills to the next level, all from the comfort of your kitchen counter," said chef Dallas McGarity. "I find that smoking food can be a social experience, and this indoor smoker now gives me the flexibility to smoke even small meals inside with my family and friends. From traditional meats to smoked brussels sprouts and desserts like s'mores, the meals you can create are endless."

The Indoor Smoker was invented at FirstBuild, the co-creation, maker space and microfactory owned by GE Appliances. These game-changing features led consumers to invest in this innovation (formerly known as Arden) through an Indiegogo crowdfunding campaign that was backed by 1,156 people and \$835,774 in funding.

Based on its success, it has now graduated to the GE Profile brand and will be available at retailers nationwide for a suggested retail price of \$999. For more information about the GE Profile Smart Indoor Smoker, visit geappliances.com/indoorsmoker.

For those attending the Consumer Electronics Show, the GE Profile Smart Indoor Smoker will be on display at the GE Appliances booth # 53317 in The Venetian Las Vegas. Leading up to the show, the innovation will be at CES Unveiled on January 7 and Pepcom's Digital Experience on January 8. In addition to the Indoor Smoker, the 2024 [CES Innovation Award Honoree, the GE Profile UltraFast Combo](#), 2023 CES Innovation Award Honoree, [the GE Profile Smart Mixer](#), and GE Profile Opal Nugget Ice Maker 2.0, will also be on display.

About GE Profile™

As a leader in connected appliances, GE Profile offers kitchen and laundry solutions with sleek aesthetics and leading-edge features that simplify daily life. At the intersection of meaningful technology and sophisticated design, GE Profile brings smarter innovation to life through its line of major and small appliances. For the latest products, visit www.geappliances.com/ge/profile.htm or [@geprofile](#) on Instagram, TikTok, Pinterest or YouTube.

About GE Appliances

At GE Appliances, a Haier company, we come together to make good things, for life. Headquartered in Louisville, Kentucky, we are a leading U.S. manufacturer of home-appliances with 15,500 team members nationwide. GE Appliances, found in half of all U.S. homes, is proud to be rated America's #1 Appliance Company¹ and trusted by millions of families nationwide. We manufacture and sell products under the Monogram™, Café™, GE Profile™, GE®, Haier™, and Hotpoint™ brands. Our operations support nearly 90,000 additional American jobs and represent an investment of more than \$2 billion since 2016. We are deeply committed to the communities where we live and work, passionate about getting closer to our product users to understand their needs and driven by the belief that there's always a better way.

To learn more about our company, brands, career opportunities, and impact, visit geappliancesco.com or connect with us on [LinkedIn](#)

1 OpenBrand Consumer Tracking Survey, Q1 – Q4 2024, Based on Volume of Total Majors/MO/RAC – Retail Units



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Media Contact:

Geappliances@allisonworldwide.com