



GE APPLIANCES
a Haier company

GE APPLIANCES SIMPLIFIES MEAL PLANNING WITH NEW SMART WALL OVENS

Innovative Models Deliver Smart Controls and Adaptive Features to Make Daily Meals More Intuitive

LOUISVILLE, Ky., February 17, 2026 – [GE Appliances](#), a Haier company, is introducing a new robust portfolio of smart wall ovens that help take the complexities out of everyday shopping and cooking. Available across the Monogram™, GE Profile™, and CAFÉ™ brands, the innovative line-up features 39 new models that combine reliable performance with intuitive design to simplify everyday cooking at home.

Among several design upgrades across the portfolio, the **new GE Profile™ Smart Built-In Convection Wall Ovens with Cooking Assistant** serves as a reliable aide taking the guesswork out of cooking. With an easy-to-use interface, expert-tested recipes, and precision cooking modes, these wall ovens use scientifically developed and tested algorithms to cook dozens of different dishes and help take the chore out of home cooking. The 7" color LCD touchscreen provides seamless access to step-by-step instructions for various recipes, video cooking tips, on-screen calendars, weather and effortless navigation of cooking modes along with voice command technology and blue tooth speaker for steaming audio on select models.

The **GE Profile™ Smart Built-In Convection Wall Oven** also integrates with the **new [GE Profile™ Smart 4-Door French-Door Refrigerator with Kitchen Assistant™](#)**, enabling effortless sharing of grocery lists and recipes via the SmarthQ™ app. Owners can discover the perfect recipe wherever they search for it, whether it's on the refrigerator, oven screen, or in app. Owners can also build and update digital grocery lists in the app, adding items on the fly from two central locations in the kitchen or from the palm of their hand. Together, these features streamline the entire cooking process - from meal planning and recipe discovery to prep and execution - all in one connected ecosystem.

"With this new oven line-up, we're solving real, everyday challenges by blending smart design with thoughtful technology," said Rachael Schwartz, executive director of Built-in Cooking at GE Appliances. "From the intuitive interface to precision cooking modes, these upgrades help give owners back time so they can spend less time navigating settings or searching for recipes, and more time with family."

Additional features include:

- **CookCam™ with AI Technology:** Available on select GE Profile, CAFÉ, and Monogram models, this technology recognizes what you're cooking and then makes suggestions on the best Precision Cooking mode for the food type. The built-in camera also allows the ultimate convenience with remote monitoring, eliminating the need to open the oven door for progress checks.
- **Built-In Microphone and Speakers:** Available on select models, owners can now command ovens hands-free with simple voice prompts like "Hey HQ, set the oven to Air Fry 500" or juggle multiple timers effortlessly with just their voice. Bluetooth speakers on the oven make it easy to stream a podcast, listen to the radio, or set the mood for an evening cocktail with sound quality that will surprise you.
- **New Precision Cooking Modes – Slow Roast and Artisan Pizza:** Elevate home cooking with Slow Roast mode that tenderly transforms tough cuts of meat into melt-in-your-mouth masterpieces through algorithms that automatically adjust temperatures, time, and fans with minimal oversight. Select models also include Artisan Pizza mode, which replicates wood-fired perfection with rapid, high heat crisping.
- **Remote Control and Software Upgrades:** Built-in WiFi powered by the SmarthQ app allows owners to monitor and control the oven from anywhere, access recipes and adjust temperature settings. Connected owners also receive software upgrades to the latest technology as new cooking modes and content are continuously developed and pushed as over-the-air updates across the models.



The **new Monogram™ Wall Oven line-up** will also include unique features for the at-home chef and entertainer, including Prime Rib Mode for a perfectly cooked roast. The **new CAFÉ Series Smart Convection Wall Ovens** are continuously curated to complement your style and will offer unique ways to customize with [six complementary hardware finishes](#) and additional configurations.

This new line-up of smart wall ovens is designed to flexibly connect with a curated selection of recipe, cooking and entertainment brands. At launch, convenient partnerships that enhance the kitchen experience like Taste of Home, Instacart, King Arthur Baking, Homemade Cooking and others will offer added conveniences to simplify household shopping and cooking tasks. Owners will have access to existing features, like GE Appliances popular [Flavorly™ AI recipe generator](#), to help solve the “What’s for Dinner” question with recipes based on ingredients in your kitchen.

The GE Profile and CAFÉ models will be available at retailers nationwide in July starting at a MSRP of \$3,499. The Monogram Wall Ovens will also be available in July at select Monogram dealers for a suggested retail price starting at \$4,400.

To see select Monogram, GE Profile and CAFÉ models on display at KBIS 2026, stop by the GE Appliances booth #W2141, book a tour through [SignUp Genius](#) or email geappliances@allisonworldwide.com. For more information about GE Appliances and available products, visit www.geappliances.com or follow @geappliances on Instagram, TikTok or YouTube.

About Monogram™

For more than 30 years, Monogram™ Luxury Appliances has been synonymous with impeccable craftsmanship, elegance and prestige. At the intersection of thoughtful design and outstanding performance, Monogram inspires its owners to elevate their homes, culinary prowess and focus on wellness through its line of major and small kitchen appliances. For the latest products, visit www.monogram.com and follow @MonogramAppliances on Instagram, TikTok, Pinterest or YouTube to experience the #MarkofLuxury.

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.geprofile.com or [@geprofile](#) on Instagram, TikTok, Pinterest or YouTube.

About CAFÉ™

As a leader in design choice and performance, CAFÉ™ offers a full suite of distinct kitchen appliances with elements inspired by the latest fashion trends. Offering customizable appliances at a mass premium price point, CAFÉ fuels self-expression by empowering its owners to reflect their own style and personality through its line of major and small kitchen appliances. For the latest products, visit www.cafeappliances.com or follow @cafeappliances on Instagram, TikTok, Pinterest, or YouTube.

About GE Appliances, a Haier company

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



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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