

BSH Group

Invested in digital kitchen assistants

Thursday, 16.05.2019



Photo: BSH

BSH Hausgeräte GmbH acquires a third of the shares in the US start-up Chefing Inc. Chefing offers with its digital kitchen assistant based on Artificial Intelligence (AI) an app that allows to manage the food supply, recipe suggestions on the personal budget to match the nutritional needs and tastes - and intelligently integrate connected home appliances.

With its stake in Silicon Valley Start-up Chefing Inc., BSH claims to be driving forward its transformation into a hardware + company that increasingly offers digital and individual services in addition to excellent home appliances. The aim of the partnership is to further simplify the personal cooking experience. Together, therefore, both companies will develop full and easy-to-use solutions for the purchase and preparation of food.

"With our Hardware + strategy, we want to provide consumers with meaningful support in the daily use of their devices," says Mario Pieper, Head of BSH's Digital Business Unit. "Chefing offers digital services that connect the entire cooking process from inspiration to inventory management to purchasing and cooking. With the help of artificial intelligence, chefing can raise the bar for personalized services and support in the kitchen. "

Chefing will initially focus on developing new features and capabilities for the Kitchen Assistant App, as

well as building partnerships and increasing user numbers in the North American home market. The funds from the BSH shareholding are also intended to expand the product, marketing and technology development teams in the USA and India. As part of the partnership, Chefling is also planning to expand into other markets and integrate deeper with networked home appliances within BSH's Home Connect ecosystem.

"BSH's investment will help us not only provide our users with new capabilities and capabilities, but also create the ultimate platform for preparing meals of the future," says Jeff Xie, co-founder of Chefling. "BSH is a real one A pioneer in home appliance intelligence, their support and partnership are a valuable asset to our business. "

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