



GE APPLIANCES
a Haier company

GE Appliances Launches New Induction Cooktop Line-Up Packed with Connected Capabilities Across Brands

14 new induction cooktops across Monogram, CAFÉ, and GE Profile brands make cooking easier with features like Precision Temperature Control and Guided Cooking

LOUISVILLE, KY – January 30, 2023 – GE Appliances (GEA), a Haier company, continues to roll out new technology to accommodate evolving consumer demands. Its new line-up of induction cooktops builds on the benefits that owners would expect from induction technology with added connected features that make cooking on induction simpler and more precise than ever before.

One standout innovation unique to GE Appliances is Precision Temperature Control. Using a smart pan (pan rebate included with purchase on most models), this technology allows owners to decide the degree of their burner for optimal consistency and performance—from 100 to 500 degrees – instead of settling for high, medium or low. Using the SmartHQ app, owners can access different food types, such as pancakes, or cooking methods, such as sear, and their pan will automatically adjust to the precise degree for the perfect doneness each time.

The cooktops also feature Guided Cooking, which allows owners to use thousands of video guided recipes that prompt the home cook each step of the way with the next action and syncs to the cooktop for precise temperature control. Connect the smart pan to the cooktop and the burners will adjust time and temperature based on the step of the recipe.

“We are excited to expand our line-up of induction cooktops, which we believe is the future of cooking. Consumer interest and demand for the technology is growing, and our best-in-class connected features like Precision Temperature and Guided Cooking across Monogram, CAFÉ and GE Profile brands are raising the stakes,” said Rachael Schwartz, executive director of digital and built-in cooking products for GE Appliances.

Induction cooking technology utilizes electromagnetic currents which directly heat the cookware, instead of first heating the cooktop surface. This results in faster, more efficient heating and an easier to clean surface. The cooktops also offer maximum responsiveness with 11 to 19 heat settings that allow burners to adjust quickly, going from a boil to a simmer in no time.

All these technological advances come packaged in sleek, and modern designs in 30” and 36” widths. The cooktop line-up also features a smooth glass surface that is easy to clean and Glide Touch Controls that gives owners full control through effortless touch.

The induction units are also joined by 14 new radiant cooktops for a total of 28 new electric cooktops across four brands all launching this year. Each of these products will be manufactured by GE Appliances at its wholly owned subsidiary Roper Corporation in LaFayette, Ga. where an [\\$118 million investment strategy was announced in December of 2021](#). The investment allows GEA to grow its cooking appliances business by expanding capacity and developing new cooking products with the addition of 600 new jobs by the end of 2024.

The induction units are also joined by 14 new radiant cooktops for a total of 28 new electric cooktops across four brands all available now. Induction cooktops start at \$1,999 at retailers nationwide. For more information about our induction products, visit monogram.com, cafeappliances.com and geappliances.com.

About GE Appliances

At GE Appliances we make the world a better place, and our team is committed to leading in the communities where we live and work. Today, our appliances are in 50 percent of all U.S. homes, and our business is committed to serving every family in the country. We are a purpose-rooted and passion-driven organization that believes there is always a better way. We manufacture and sell products under the Monogram®, Café™, GE Profile™, GE®, Haier, and Hotpoint brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners and water filtration systems. For more information on our company, brands, and corporate citizenship, visit www.geappliancesco.com.

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