

FOR IMMEDIATE RELEASE



Media Contact:

Alex Sheehan

310-552-4156

Alex.Sheehan@FinnPartners.com

BOSCH HOME APPLIANCES AND DROP DEBUT SMART KITCHEN PARTNERSHIP IN U.S.

IRVINE, Calif. - (August 21, 2017) –

- Bosch home appliances announces Drop Recipes app and Connected Scale are now fully integrated with smart Bosch Wall Ovens, with Home Connect.
- Bosch customers can now enjoy a simplified cooking experience with step by step recipe guidance, remote monitoring and control capabilities.
- Integration adds to the growing list of Home Connect partners and Bosch smart appliance functions.

[Bosch home appliances](#), the “Invented for Life” brand, today announced a smart kitchen integration with [Drop](#) that simplifies the cooking experience like never before. Beginning today, the [Drop Recipes app](#) is fully integrated with the [Bosch Wall Oven, with Home Connect](#) in the U.S. This partnership provides Bosch users with access to Drop’s growing digital recipe book featuring more than 700 recipes from renowned chefs and contributors including Food52, Good Housekeeping, Donal Skehan, The Kitchen Paper and The Sophisticated Gourmet, among others. Through the app, users can connect to the Drop Scale for seamless step by step recipe instructions and monitor or control a variety of cooking functions including recipe time and temperature for a simplified, interactive cooking experience.

“We’re excited to introduce these smart kitchen capabilities to the U.S. market as we continue on our mission to make the connected kitchen a reality for everyone,” said Ben Harris, CEO of Drop. “Kitchens are getting smarter, and our partnership with Bosch illustrates the value these smart functions bring to everyday life. We’re thrilled to be working with a partner such as Bosch, our first official kitchen appliance partner, who shares in this vision for a truly connected kitchen and home.”

Through Home Connect and Drop, Bosch is introducing a new layer of intelligence and convenience to the kitchen that will help home cooks at every level enjoy a simplified cooking experience. The Drop Recipes app and Connected Scale add to the expansive list of smart functions currently offered by the Bosch Wall Oven, with Home Connect. In addition to the new Drop-enabled functionalities, the Bosch Wall Oven provides an array of smart features via the Home Connect App, including remote diagnostics, maintenance and care, as well as the ability to seamlessly purchase appliance accessories.

“As a brand committed to developing solutions that simplify life and enrich the kitchen experience for our consumers, we couldn’t be happier to bring this partnership to the U.S.,” said Anja Prescher, Director of Brand Marketing at Bosch home appliances. “Our integration with Drop will help simplify the way our customers cook at home by streamlining the process into a more intuitive and interactive experience.”

Bosch has worked diligently on connecting its home appliances to bring easy and intuitive smart control to the kitchen through its open Home Connect platform. Working with and integrating partners such as

Drop into Home Connect's open digital ecosystem allows Bosch to continually increase its IoT footprint, as well as provide innovative features and services that benefit the consumer. Home Connect facilitates connectivity and offers a range of beneficial applications that allow for a worry-free daily routine, from doing the dishes, to brewing coffee and remotely controlling the oven.

For more information about Bosch home appliances, with Home Connect, visit www.bosch-home.com/us/home-connect.html, like Bosch facebook.com/BoschAppliances, connect on Twitter [@BoschAppliances](https://twitter.com/BoschAppliances) and Instagram [@BoschhomeUS](https://instagram.com/BoschhomeUS), or follow along at [A Modern Haven](#).

About Bosch home appliances

Bosch home appliances is part of BSH Home Appliances Corporation, a wholly-owned subsidiary of BSH Hausgeräte GmbH, based in Munich, Germany. As part of the largest manufacturer of home appliances in Europe, and one of the leading companies in the sector worldwide, Bosch has been selling high performance German-engineered appliances in the United States since 1991. Known nationwide for raising the standards in quietness, efficiency and design for appliances, Bosch frequently receives top ratings in leading consumer publications and received awards from ENERGY STAR for eight consecutive years, from 2007-2014. With U.S. headquarters in Irvine, Calif., the company also operates manufacturing facilities in LaFollette, Tenn. and in New Bern, N.C., housing state-of-the-art factories for dishwashers, ranges, ovens and cooktops.

About Home Connect

With Home Connect, Bosch has established a cross-brand solution for smart control of connected home appliances, enabling consumers to make their everyday lives smart and intuitive in today's fully connected kitchen. Through the Home Connect App, consumers can operate their appliances, including select built-in coffee machines, dishwashers, laundry, wall ovens and refrigeration, remotely. With this growing Home Connect product line, creating the perfect cup of coffee while hosting friends and family, or preheating the wall oven from another room, is as simple as the touch of a button via the app.

###