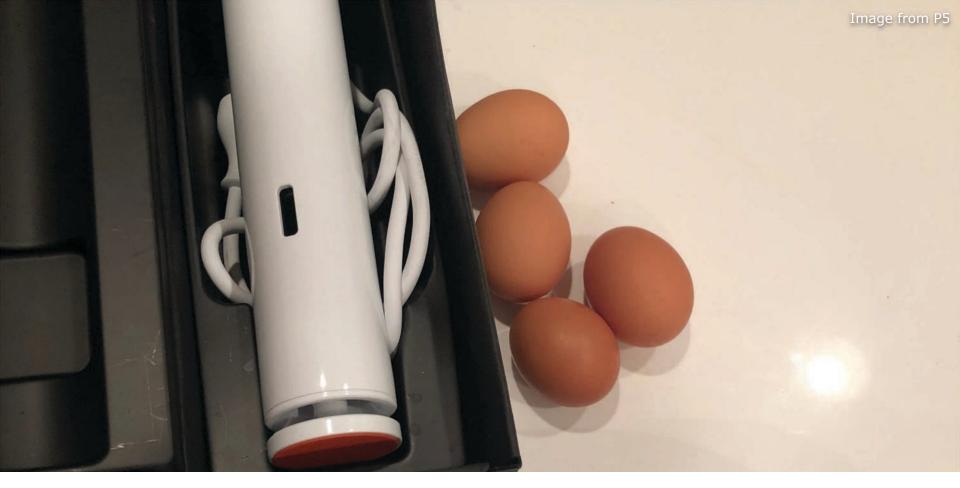


An Insider's Guide to Sous Vide Users





Smart Cooking Technology is Connected



What is Sous Vide?



Our Approach



Sample Population



Sample Population



Sample Population



Sample Population



Research Methods



Experiential Research & Observation



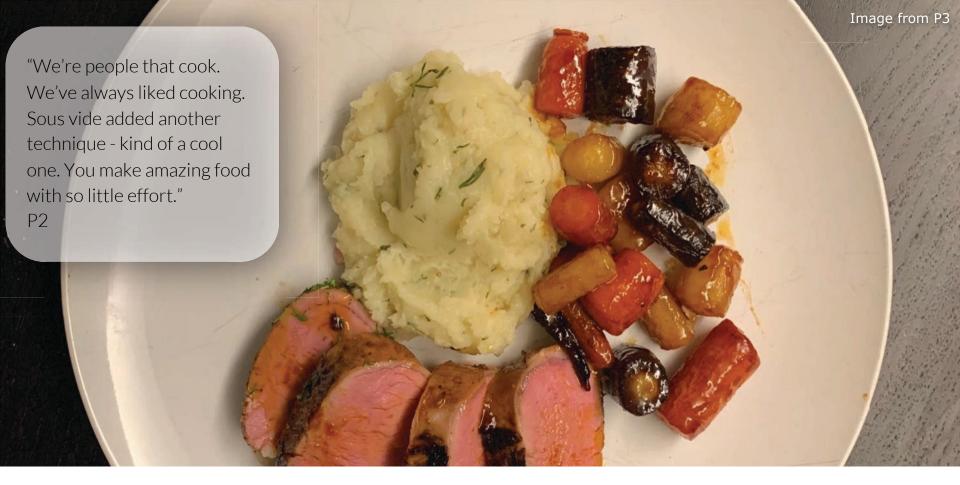
Interviews



Photo Diaries



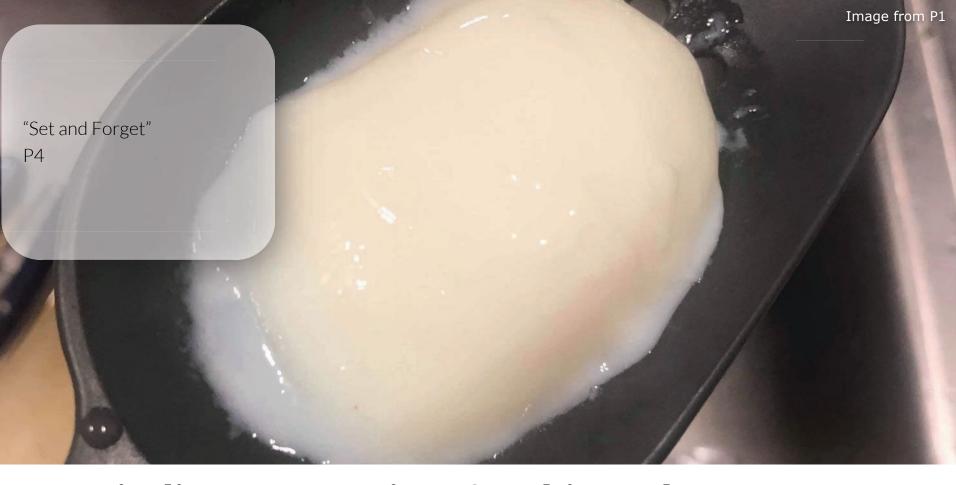
Findings: High-Quality Results



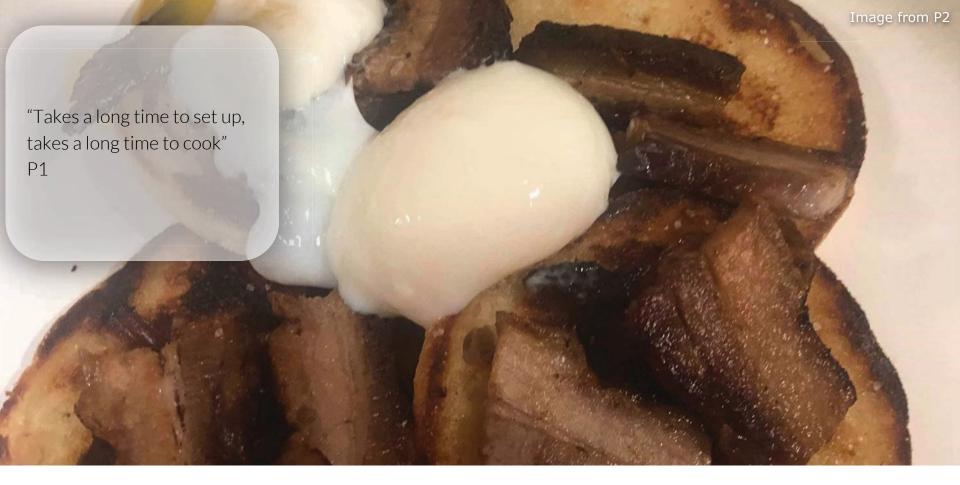
Findings: Sous Vide Users Love Cooking



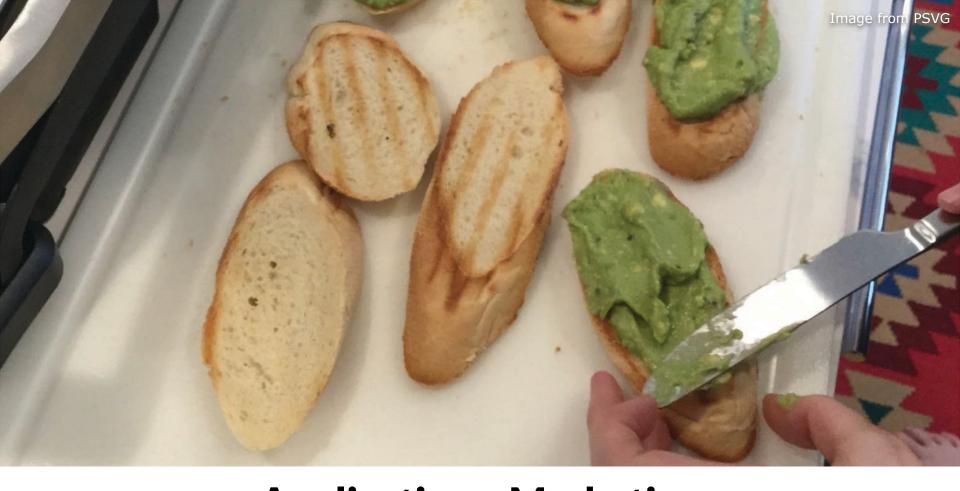
Findings: Convenience and Ease



Findings: More time for things that Matter



Findings: Planning Meals



Applications: Marketing



Applications: Sous Vide Product Development



Applications: Unifying Sous Vide with other Methods



Thank you!