



COOKING PASSION SINCE 1877

## PRESS RELEASE



NEFF and ckbk's partnership means its customers have access to over 80,000 recipes



ckbk is an innovative startup which offers a rapidly growing collection of licensed culinary recipes



ckbk is integrated with Home Connect, so users can select their recipes and the oven will automatically run on the right setting it

### NEFF TAKES CONNECTED KITCHEN TO NEXT LEVEL WITH CKBK PARTNERSHIP

12 September 2019. NEFF, the cooking enthusiast and home appliance manufacturer brand, has announced a new partnership which will give its customers 80,000+ curated recipes at their fingertips.

The partnership with ckbk, an innovative startup which offers a rapidly growing collection of licensed culinary recipes, means users will no longer have to rifle through shelves of printed cookbooks to find recipes from their favourite chefs. Instead they'll be able to search ckbk's extensive database to find thousands of recipes by recognised chefs, from old favourites right through to recipes from newly published cookbooks

The ckbk platform is also integrated with Home Connect, which enables users to monitor and control their wifi-enabled N90 NEFF ovens through the Home Connect app or voice control. This means when recipes are selected, the oven will automatically be set at the right temperature, time and cooking method to ensure the meal is cooked to perfection.

And to mark the start of this new partnership, NEFF is offering trial access to ckbk for customers who have a NEFF product that is Home Connect enabled.

Commenting on the new partnership, Andrew Jones, UK NEFF Marketing Director, said: "As the leading oven brand in the UK, NEFF is proud to be the first to offer a solution allowing premium cookbook recipes from famous names to be fully integrated into the connected kitchen."

"Following on from our launch of wifi-enabled NEFF appliances earlier this year, this partnership takes the connected kitchen one step further. Working with ckbk means our

#### Press Contact

Matt Green  
PR Manager  
0044 (0)7415 218256  
01908 328634

[matt.green@bshg.com](mailto:matt.green@bshg.com)

Daisy Crozier

[Daisy.crozier@bshg.com](mailto:Daisy.crozier@bshg.com)

[www.neff-home.com/uk](http://www.neff-home.com/uk)



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customers not only have top quality appliances, but they now also have thousands of recipes at their fingertips to help them benefit from the many cooking features our ovens have to offer.”

ckbk is designed for anyone seeking the most sought-after recipes from bestselling cookbooks — both new releases and out-of-print classics — with an ever-growing catalogue that includes the full content of more than 350 cookbooks (80,000+ recipes). ckbk provides data-driven metrics and behavioural analytics for publishers and allows kitchen-oriented brands to deliver premium lifestyle content to their IoT (Internet of Things)-enhanced appliances.

The content coverage of the platform is both comprehensive and wide-ranging with contemporary authors such as Molly Yeh and David Tanis; Michelin star chefs including Alain Ducasse and Paul Bocuse; award-winning culinary authorities such as Marcella Hazan, Paula Wolfert, Ken Hom and Keith Floyd plus the legendary culinary bibles of Escoffier, On Food & Cooking and the Oxford Companion to Food.

ckbk co-founder Matthew Cockerill added: “For too long, cookbooks have been stuck on the shelf as our lives have become increasingly digital.

“With ckbk, we are delighted to bring the most trusted cookbooks online, digitally enhanced so that the recipes are easily accessible in a busy kitchen. ckbk members can freely explore our vast cookbook collection, and share their favorites via personal ‘recipe playlists.”

**-Ends-**

### About the partnership

The partnership between NEFF and ckbk originated from the Future Home Accelerator run by BSH, which NEFF Home Appliances is part of. The Home Accelerator is a bootcamp for startup companies across the world who apply to be part of the program. Ckbk was one of the successful applicants and worked with the Accelerator program to develop its ideas with BSH mentors, to the point of being ready for the market. Ckbk is one of the first companies to take part in this process and create a partnership with BSH moving forward.

### About NEFF

NEFF GmbH develops and produces household appliances for people who have a passion for cooking and value functionality, design and ease of operation. Founded in Bretten in the German state of Baden-Württemberg in 1877, the company is now one of the leading manufacturers of built-in household appliances in Europe. Its product portfolio comprises all modern household appliances, including ovens, hobs, extractor hoods, refrigerators, freezers, dishwashers and full automatic coffee machines. People take centre stage in the kitchen.

That has been NEFF's philosophy for more than 135 years. With inspiring ideas, the brand continuously sets new standards, particularly in the area of its core competencies of cooking and baking. Examples include the CircoTherm®

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hot air system, the smooth-running ComfortFlex® fully extendable rail system, the only fully retractable oven door Slide&Hide® and the unique Point&Twist magnetic dial operation on our hobs. Since 1982, NEFF has been part of BSH Home Appliances Ltd. Further information is available at [www.neff-home.com/uk/](http://www.neff-home.com/uk/)

### About ckbk

[ckbk](#) is a unique new service offering an ever-growing online collection of licensed culinary content to consumers, while delivering data-driven metrics and analytics for publishers and adaptive lifestyle content for IoT (Internet of Things)-enhanced consumer appliances. ckbk's catalog includes more than 80,000 recipes and content from 350 in- and out-of-print cookbooks. ckbk launch partners include world-leading publishers such as Chronicle Books, Hachette, Macmillan, Oxford University Press, Simon & Schuster, and Workman Publishing as well as leading kitchen brands such as NEFF.

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For further information, please contact Jonathan Hirshon at Horizon PR [jh@horizonpr.com](mailto:jh@horizonpr.com)

### Information for editors

ckbk is currently raising a \$2m Seed funding round, having previously raised \$750,000 in pre-Seed funding via its Kickstarter campaign and individual investors.

ckbk operates a Freemium membership model. Free membership offers access to 3 recipes per month while Premium Membership (\$8.99/£8.99 per month) offers unlimited access to ckbk's collection.

### Links

ckbk app: <https://app.ckbk.com/>

List of books available on ckbk: <https://app.ckbk.com/books>

### Images

Downloadable [presskit](#) includes a range of ckbk imagery.

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