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## ANOVA CULINARY LAUNCHES FIRST AFFORDABLE IMMERSION CIRCULATOR

San Francisco, CA - September 9th, 2013. Anova Culinary today launched the first commercially available and affordable sous vide immersion circulator. Now available for purchase at [www.anovaculinary.com](http://www.anovaculinary.com), the launch of this cooking device represents significant progress in the availability of professional tools for the home chef.

Cooking shows, like Top Chef, have popularized the technique of sous vide for preparing gourmet meals for years. Sous vide is a method of cooking that seals food in an airtight bag and submerges it in a water bath at a low, set temperature. This technique results in food that is evenly cooked, juicer and as a result retains more nutrients than other cooking methods.

Recreating this gourmet technique at home has required expensive and bulky appliances - until now. Anova's sous vide immersion circulator attaches to the side of any pot and controls the temperature of the water with a quick tap on their touch screen. Clean up afterward is as easy as throwing away the plastic bag you cooked the food in, and unlike other sous vides on the market, the Anova is easy to clean without tools or specialized equipment.

Jeff Wu, technical lead for Anova Culinary, praises the efforts of his team and the company: "Anova has a fantastic group of people that made this sous vide device possible. With significant R&D and supply chain advantages, we've develop the best sous vide immersion circulator in the world at a price-point that makes it accessible to everyone."

Wu believes that perhaps the most compelling feature of Anova is the price. At \$199, The immersion circulator sous vide retails for hundreds of dollars less than other options on the market, making it the first truly affordable sous vide product for home cooks.

### About Anova Culinary, LLC

Anova Culinary LLC is a subsidiary of [Anova Industries](http://www.anovaindustries.com) Inc. and manufactures sous vide products for home and commercial use.