

thermomix

New Feature on
Cookidoo®
Scaled Recipes

October 2022



Again, there is something new on Cookidoo®!

thermomix

- Yes, we are bringing a new feature to Cookidoo® again!
- This time, it is something that you and our customers have wished for for a long time. 😊
- We bring **SCALING** to you! 
- Yes, you will be able to scale Cookidoo® recipes to the portion size you need – bigger or smaller!
- With this feature, **Cookidoo® will offer even more personalization to any individual taste – to you and your customers!**
- **Please note:**
 - > This feature will be available from **October 25th, 2022** on and is coming to Thermomix® TM6 customers via software update. TM5 customers don't need a specific update to see and use the feature.
 - > Available only to customers with upgraded annual Cookidoo® membership!



Scaling

How Does It Work?

There are 3 things that you can do now!

1. Pick from Cookidoo®!

Choose **hand-picked recipes** on Cookidoo® now that we pre-scaled for you. We took the most loved recipes and scaled them for you for **bigger** or **smaller** portions.

-> with success guarantee and to use in Guided Cooking!

2. Pick from Cookidoo® and scale it yourself!

You can take **any recipe** from Cookidoo® and pick from the scale options we are giving you. These recipes then end up in your own created recipes list for further editing or personalization.

-> without success guarantee and Guided Cooking.

3. Create your own recipe on Cookidoo®!

And of course, you can always create your own recipes with the amount of ingredients you would like to have.

-> without success guarantee and Guided Cooking.



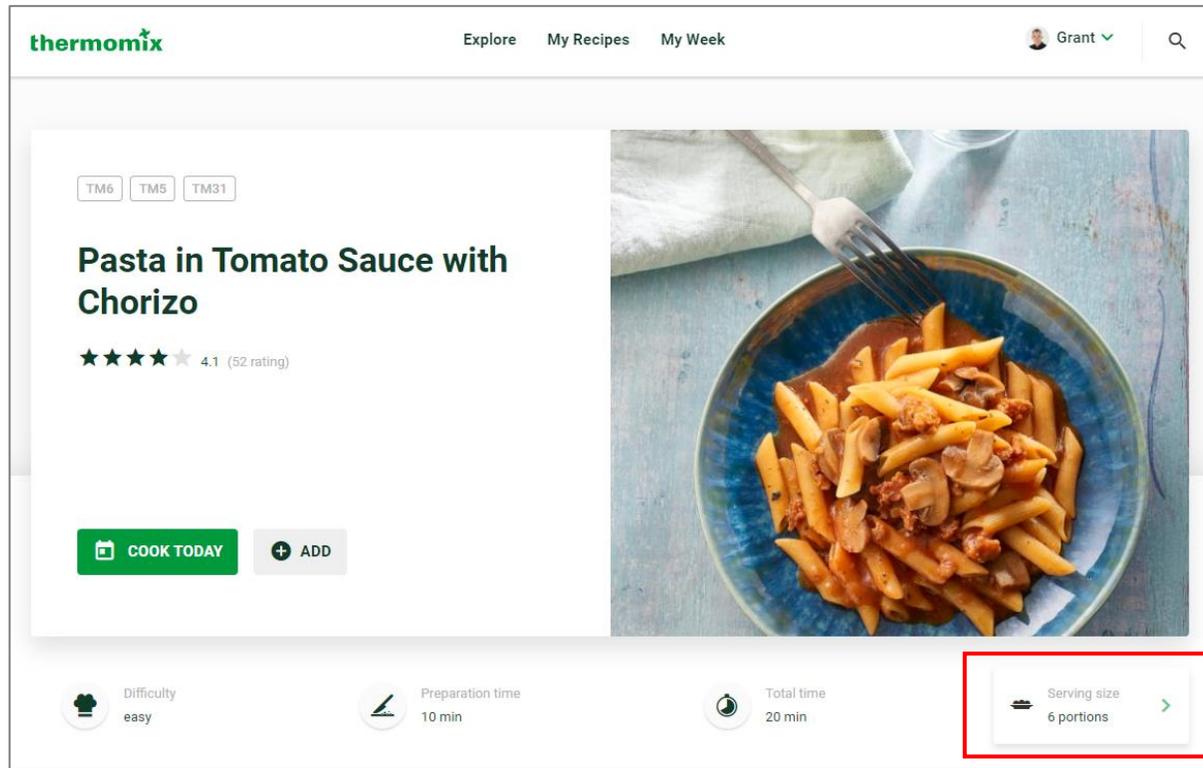
1. Pick from Cookidoo®!

Pick from Cookidoo®!

With Thermomix® Success Guarantee

thermomix

- You will find now recipes on Cookidoo® where you are able to choose the portion size you would like to cook directly.



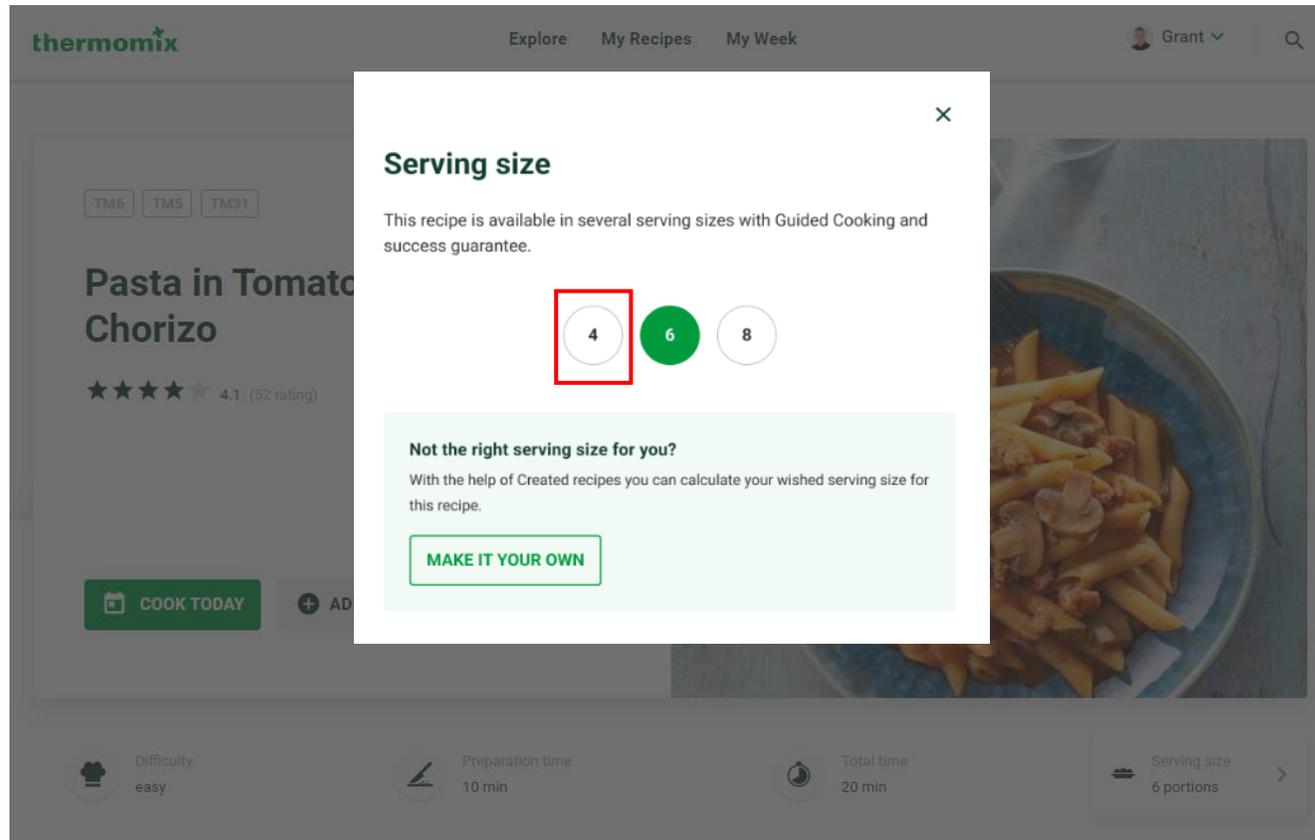
1. Click on the portion sizes to see what portion sizes are offered for this recipe.

TM6
With
upgrade

Cookidoo® Website and App

Pick from Cookidoo®! With Thermomix® Success Guarantee

thermomix



2. If you click, a pop-up window appears where you can choose the portion size you would like to do. These portion sizes have been tested and have the Thermomix® success guarantee.
3. You will also get the information, that you can take this recipe to your own created recipes if you would like to adapt even more.

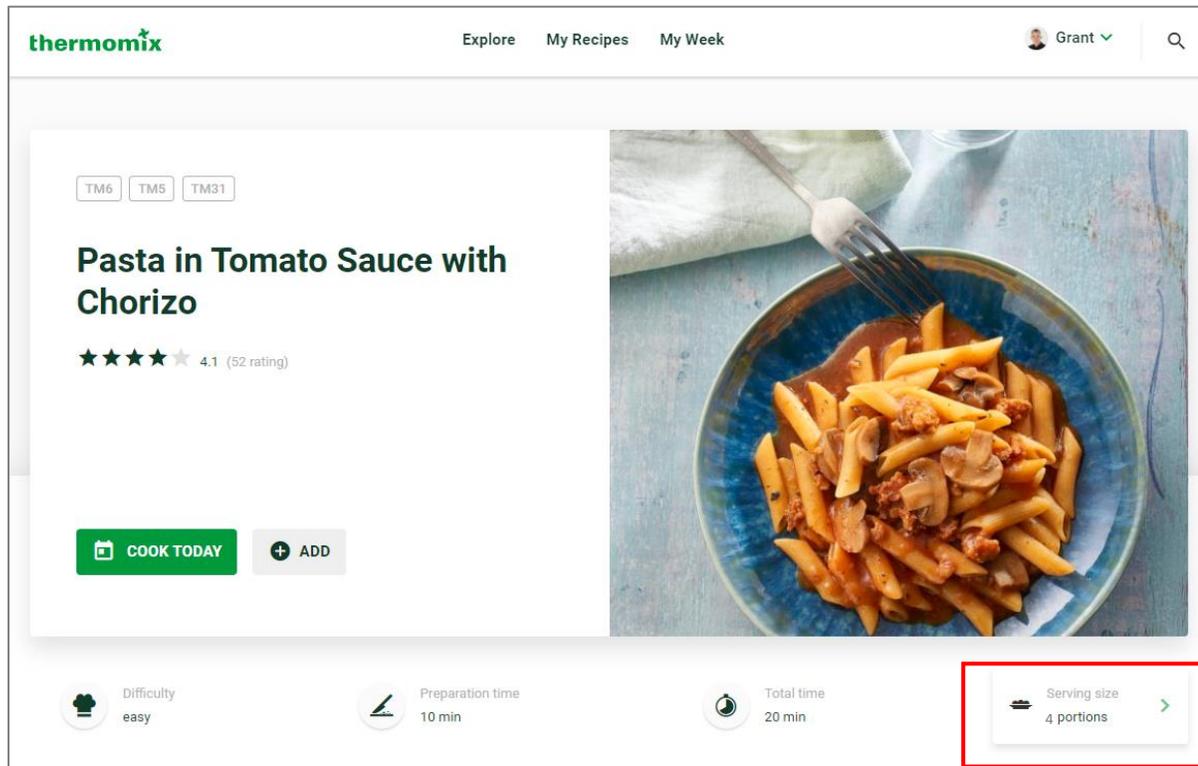
TM6
With
upgrade

Cookidoo® Website and App

Pick from Cookidoo®! With Thermomix® Success Guarantee

thermomix

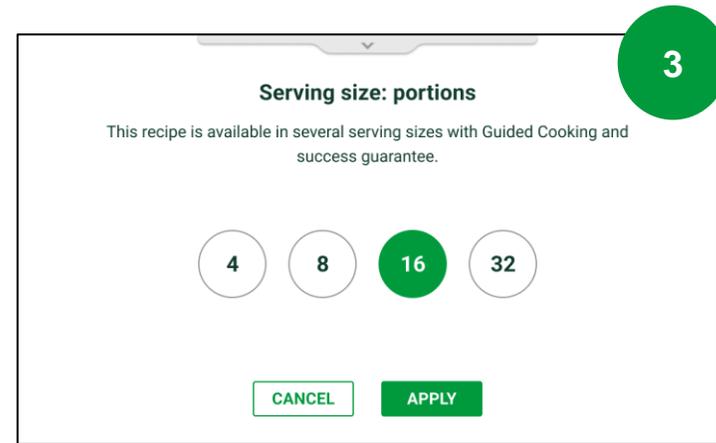
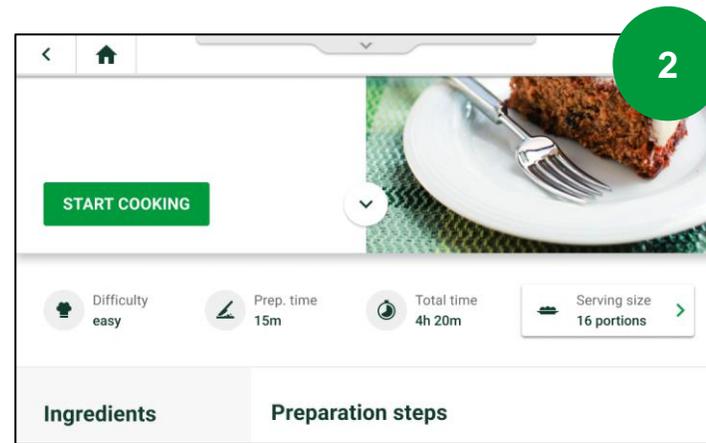
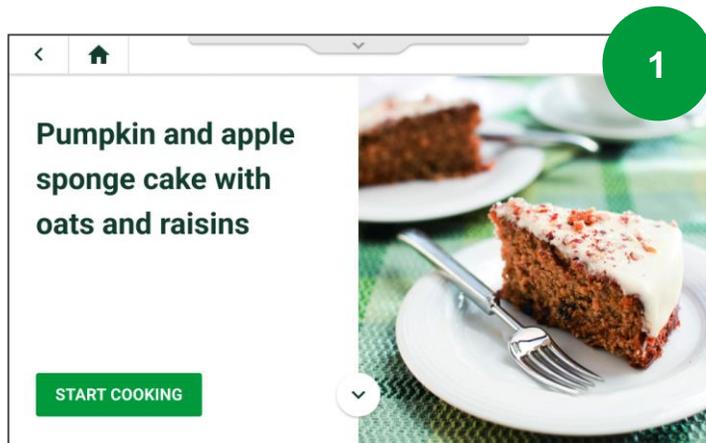
TM6
With
upgrade



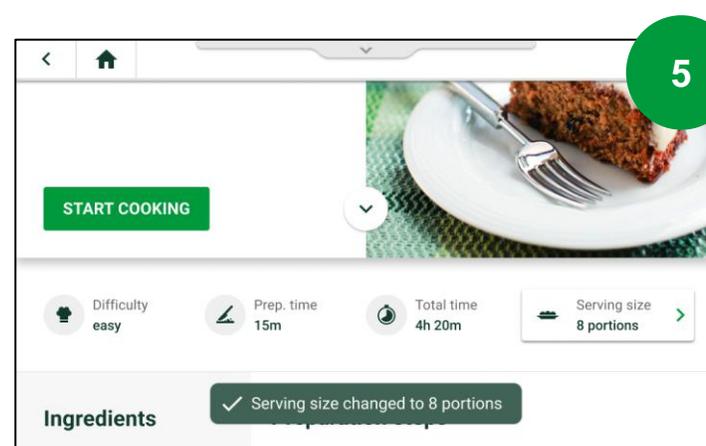
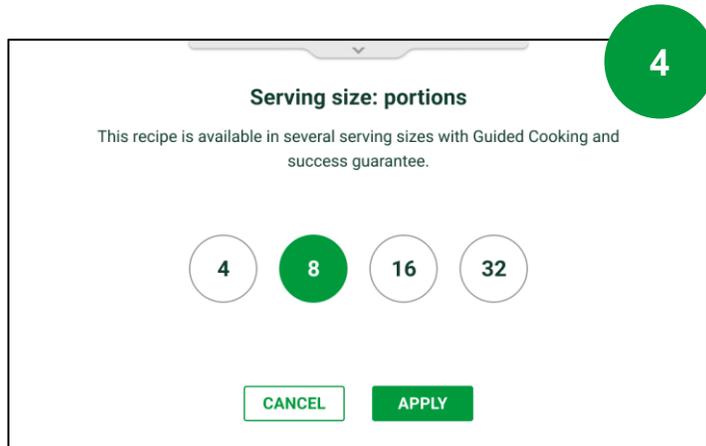
4. You will see the updated portion size, the updated amount of ingredients and can start cooking.

Cookidoo® Website and App

Pick from Cookidoo®! With Thermomix® Success Guarantee



TM6
With upgrade



➤ TM6 users who upgraded can access these recipes on Cookidoo® Website, iOS and Android app and on Cookidoo® on their TM device.

On TM6

Pick from Cookidoo®! With Thermomix® Success Guarantee

- Thermomix® TM5 customers can also see these recipes **on the Cookidoo® Website and iOS and Android app** respectively.
- They can
 - see,
 - adapt,
 - and plan those recipes in their lists, p.eg. in "My Recipes".
- **They can then synchronize those recipes and cook them on their Thermomix® TM5 in Guided Cooking.**

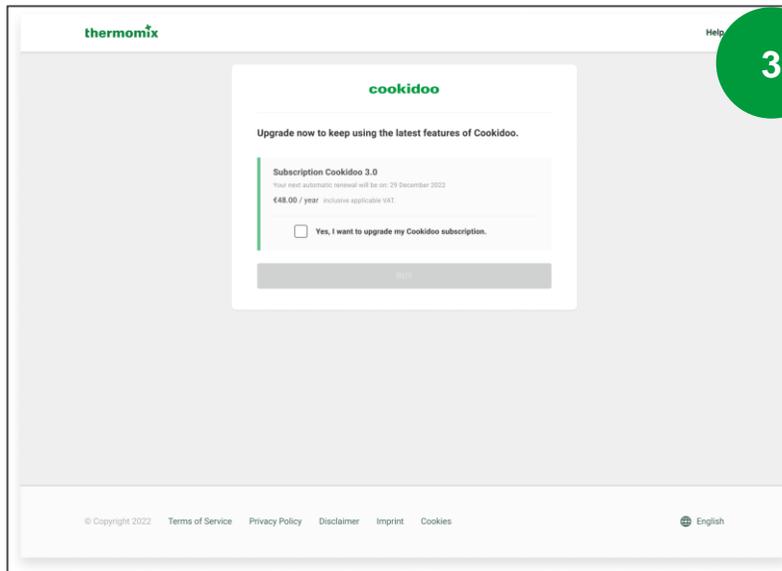
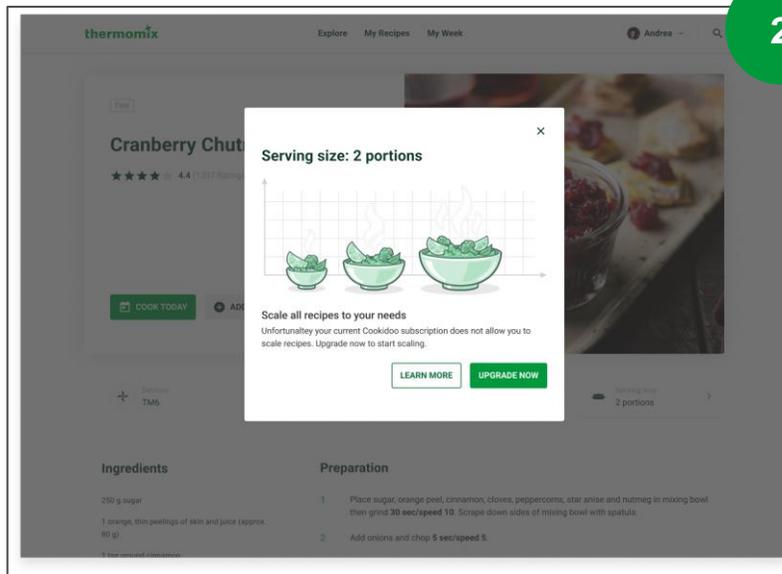
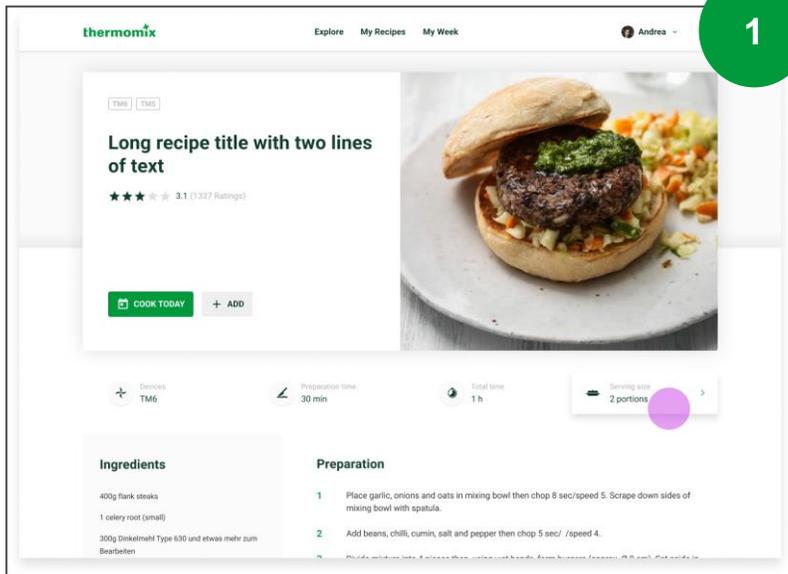
TM5
with
upgrade



Cookidoo® Website and App

Pick from Cookidoo®! With Thermomix® Success Guarantee

thermomix



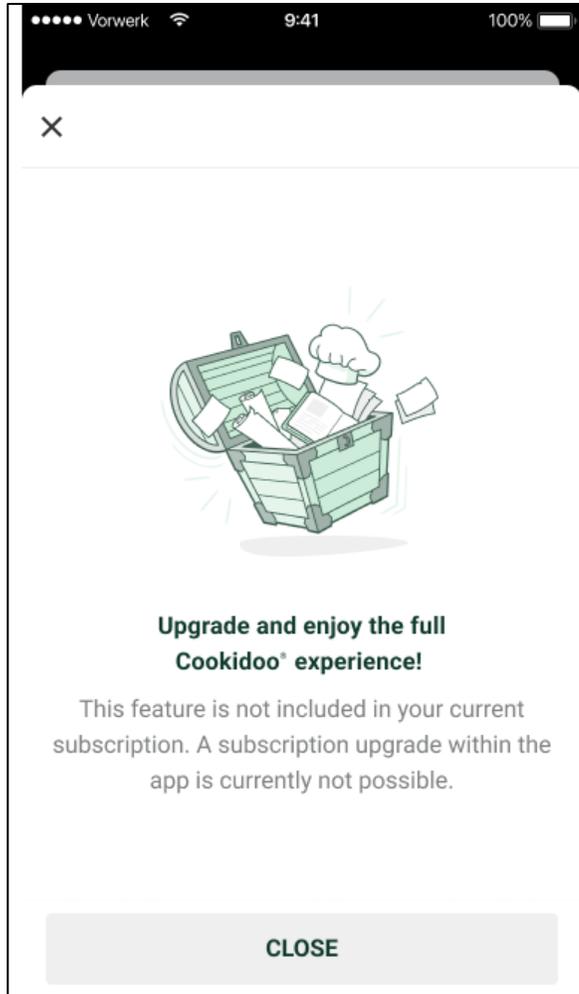
➤ Thermomix® TM5 and TM6 customers who have **not upgraded** and want to use this feature will be given the option to upgrade their Cookidoo® membership within the Cookidoo® Website.

TM6
Without
upgrade

TM5
without
upgrade

Cookidoo® Website

Pick from Cookidoo®! With Thermomix® Success Guarantee



- Due to Apple and Google regulations, we are not allowed to send our customers immediately to a Vorwerk/Cookidoo® upgrade page from iOS and Android App.

- What they will see is **this screen.**



- We will tackle this issue in our FAQs.



Cookidoo® iOS & Android App

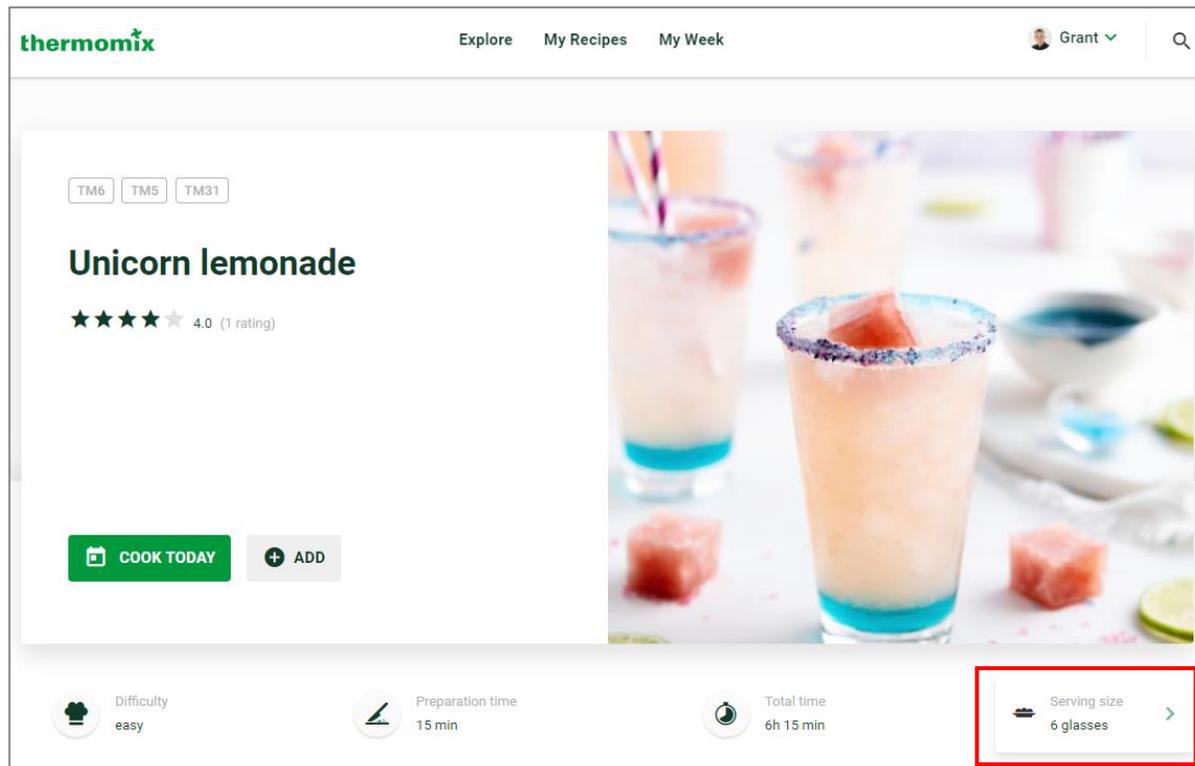
**2. Pick from Cookidoo®
and scale it yourself!**

Pick from Cookidoo® and scale it yourself! Without Thermomix® Success Guarantee

thermomix

- You are now able to adapt the portion size (to a certain extent) of a Cookidoo® recipe with our assistance. Once adapted, these recipes then end up in your own created recipes list for further editing or personalisation.

TM6
With
upgrade

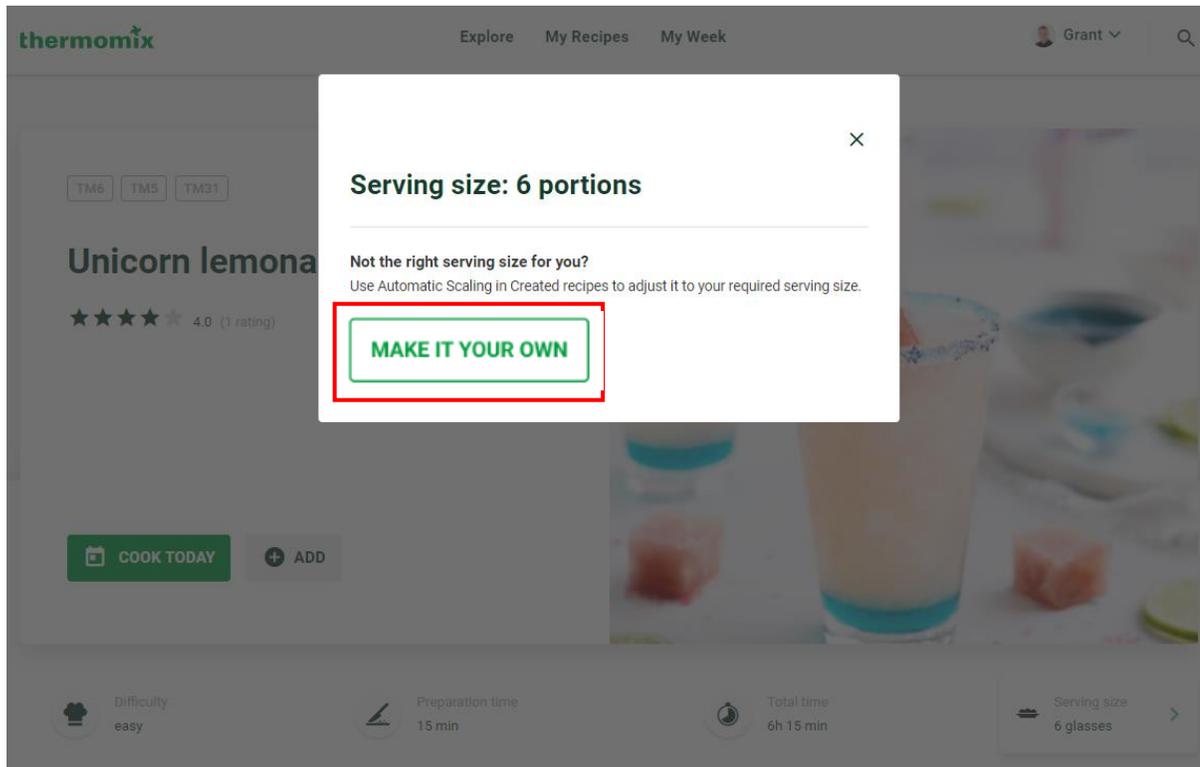


1. Find any recipe that you would like to cook on Cookidoo®.
2. Click on the portion sizes to see what portion sizes are offered for this recipe.

Cookidoo® Website, App and TM6

Pick from Cookidoo® and scale it yourself! Without Thermomix® Success Guarantee

thermomix



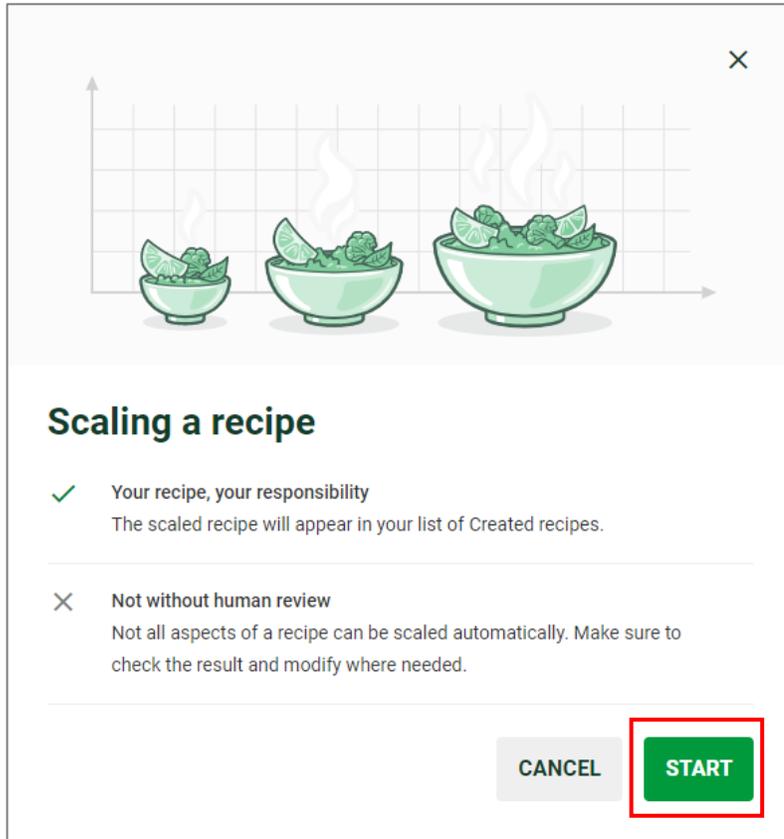
2. If you click, a pop-up window appears where you can choose to „make it your own" in „Created Recipes“.

TM6
With
upgrade

Cookidoo® Website, App and TM6

Pick from Cookidoo® and scale it!

Without Thermomix® Success Guarantee



3. If you click, another pop-up window will appear that informs that...

- ...it is in the **customers responsibility** to adapt any recipe on his/her own,
- that these recipes are now **without success guarantee**,
- and that **not everything can be scaled automatically** and that it **needs to be checked individually**.

This message will **appear every time** that a customer goes through this process and **cannot be clicked away**.

TM6
With
upgrade

Pick from Cookidoo® and scale it yourself! Without Thermomix® Success Guarantee

thermomix

× 9 portions ↗ 50%

Scale your recipe

RESET SAVE

3 4 5 6 7 8 9

Devices: TM6, TM5

Preparation time: 15 min

Total time: 6h 15 min

Serving size: 9 portions

Ingredients

- 150 g raspberry syrup
- 150 g water
- coloured sprinkles, e.g. blue, purple and pink

Preparation steps

- 1 Place **raspberry syrup** and **water** in mixing bowl then mix 22 sec/speed 3. Transfer to an ice-cube tray and freeze until solid.
- 2 Place **sprinkles** on a plate and set aside. Place **agave syrup** on another plate and dip the rim of 6 glasses in it, then dip in sprinkles. Place glasses in freezer until needed.

TM6
With
upgrade

4. You will then have the choice to pre-select the portion size you would like to do (based on our offer).
 5. The button next to the portion size stating the percentage amount is telling you how many percent of the original recipe you are reducing or increasing.
 6. Amounts of ingredients change due to your choice.
- Thermomix® TM6 users who upgraded can access these recipes on Cookidoo® Website, iOS and Android app and on Cookidoo® on their TM device.

Cookidoo® Website, App and TM6

Pick from Cookidoo® and scale it yourself! Without Thermomix® Success Guarantee

thermomix

TM6
Without
upgrade

- Thermomix® TM6 users who have **not** upgraded, will not see this feature and will follow the same process to guide them to the upgrade page in their Cookidoo® profile.

Cookidoo® Website, App and TM6

Pick from Cookidoo® and scale it yourself! Without Thermomix® Success Guarantee

- TM5 customers can also scale Cookidoo® recipes that they wish to adapt to their personal taste on the Cookidoo® web app and iOS and Android app respectively. These recipes then end up in your own created recipes list for further editing or personalisation.
- They can
 - see,
 - adapt,
 - and plan those recipes in their lists, p.eg. in "My Recipes".
- They CANNOT be synchronized to their TM5 for Guided Cooking, but have to be cooked from a tablet or smart phone (same process as "Created Recipes").



TM5
With
upgrade

Cookidoo® Website and App

Next 3 slides are just a reminder. This has been possible from November on, when we introduced „Created Recipes“.

3. Create your own recipe on Cookidoo®!

Reminder.





How does it work?

- Starting from **November 16, 2021**, there will be a new feature on Cookidoo®. **“Created Recipes”** allows you:
- ... to type in your own recipes into Cookidoo® and have them available also on your Thermomix TM6!
- ...import recipes from our recipe communities, adapt and save them.
- ... to copy Cookidoo® recipes, adapt them to your taste and save them as new recipe into your own profile.
- No notes needed anymore!!! 😊

Pick from Cookidoo® and scale it yourself! & Create Your Own Recipes

thermomix

What To Consider

Whether you pick a Cookidoo® recipe and scale it yourself or you want to create your own recipe, please consider the following:

- When making a Cookidoo® recipe your own, we will give you portion options.
- There are **no portion options** when a customer creates his/her own recipe.
- But a customer can always go ahead and adjust the ingredient amounts at the end of the process in Created Recipes for all recipes he did.

So please take the following into account:

- **Always keep the limited space of the mixing bowl/the Varoma® etc. in mind (2,2 litres).**
- **Never go over the maximum capacity in the mixing bowl/the Varoma® – especially when you are using high temperature and/or speed.**
- **Please refer to your Thermomix® instruction manual for further reference.**
- **Baking recipes (preparing dough) are generally set up for one baking tray/one form. Do not prepare double portions.**
- **We will not give you a success guarantee on Cookidoo® recipes you scale yourself or your own created recipes when using scaling.**



Overview Matrix | Pick from Cookidoo®!

Cookidoo® Recipes with Success Guarantee

Target Group What they can do	TM6 that upgraded	TM6 that did not upgrade	TM5 that upgraded	TM5 that did not upgrade	TM31 that upgraded	TM31 that did not upgrade
See and use scaled recipes on Cookidoo®	yes	no, see „upgrade“ CTA	yes	no, see „upgrade“ CTA	yes	no, see „upgrade“ CTA
See and use scaled recipes on their TM device	yes	no	yes	no	no	no
See and switch between scaled recipes on their TM device	yes	no	no	no	no	no
See and use scaled recipes in iOS and Android app	yes	no, without „upgrade“ CTA because in-app purchase	yes	no, without „upgrade“ CTA because in-app purchase	yes	no, without „upgrade“ CTA because in-app purchase

➤ **For clarification:**

- For customers who did not upgrade, there will be NO upgrade possibility within the app versions and not on the TM device.
- All customers, who bought their annual Cookidoo subscription on the iOS app, did that already in Cookidoo 3.0. and have therefore all-access.

Overview Matrix | Pick from Cookidoo® and scale it yourself! & Own created recipes

Scaling for Own Created Recipes

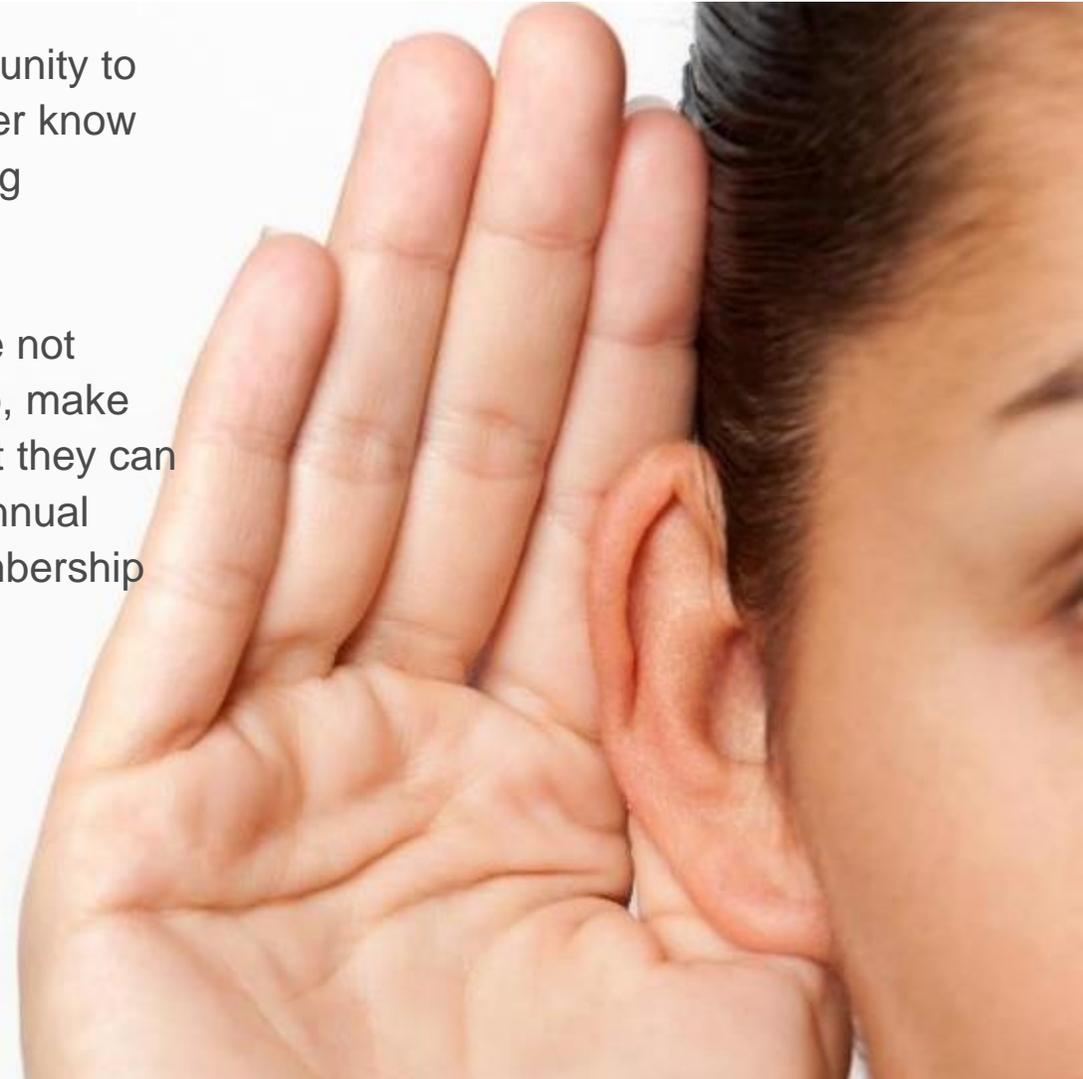
Target Group What they can do	TM6 that upgraded	TM6 that did not upgrade	TM5 that upgraded	TM5 that did not upgrade	TM31 that upgraded	TM31 that did not upgrade
See and use scaling function for Cookidoo® recipes, with some limitations (e.g. TMF, High temperature)	yes	no, see „upgrade“ CTA	yes	no, see „upgrade“ CTA	yes	no, see „upgrade“ CTA
See and use scaling function for Cookidoo® recipes on their TM device	no	no	no	no	no	no
See and cook own created recipes on their TM device, obtained making use of scaling function in web and mobile app	yes	no	no	no	no	no
See and use scaling function for Cookidoo® recipes in iOS and Android App	yes	no, without „upgrade“ CTA because inApp Purchase	yes	no, without „upgrade“ CTA because inApp Purchase	yes	no, without „upgrade“ CTA because inApp Purchase

Spread The Word!

Key Messages To Your Customers



- Take this opportunity to let your customer know about the scaling possibilities.
- And if they have not already done so, make them aware that they can upgrade their annual Cookidoo® membership at any time!



Communication

Main Idea

- We are combining the idea of a **second upgrading campaign** with the **new possibilities of scaling**.
- We will put an emphasis on **individualisation, personalization**, the possibilities Cookidoo® is offering to our customers.
- For our customers who did the upgrade already, **Cookidoo® is constantly evolving** and offering the **best features** for their daily cooking experience, their Thermomix® journey.
- We will use the phrase “Scaling”, but we will make it about **personalization on two different levels**:
 - **1. Scaled Cookidoo® recipes:** For the ones who need a little help when cooking and like to experience the ease and success guarantee of Thermomix® recipes.
 - **2. Scaling existing Cookidoo® recipes and individualizing them:** For the experienced ones that feel confident – we give you more freedom to individualize your Thermomix® experience.

Key Messages

Customers, Who Have Not Yet Upgraded

Let's upgrade!

- We bring something new to Cookidoo®!
- Cookidoo® is becoming more individual, and is now even more catering to your personal needs.
- We heard you and brought to you your favourite recipes in different portion sizes that you can choose.
- You don't need to worry about it – of course they come with our Thermomix® success guarantee!
- If that is not enough for you – you can also now scale all Cookidoo® recipes, individualize them and save them to your personal recipe treasure.
- *You also want it? Sure, all you have to do is upgrade your Cookidoo® membership!*



Key Messages

Customers Who Have Already Upgraded

Inform them about the new feature.

- We bring something new to Cookidoo®!
- Cookidoo® is becoming more individual, is now even more catering to your personal needs.
- We heard you and brought to you your favourite recipes in different portion sizes that you can choose.
- You don't need to worry about it – of course they come with our Thermomix® success guarantee!
- If that is not enough for you – you can also now scale all Cookidoo® recipes, individualize them and save them to your personal recipe treasure.
- *Try it out! Need further information? No problem. You will find more details on Cookidoo® website and on our social media channels.*



Target Groups

Target Groups

Overview

When using our communication regarding the new feature, we have to differentiate between those target groups:

- **TM6: Customers who have not yet done the upgrade**
Inform them about the new feature, get them excited so that they will upgrade.
-> Will be targeted by e-mail campaign
- **TM6: Customers who have already done the upgrade**
Inform them about the new feature, let them know that new features are always coming and that they made the right choice.
-> Will be regularly informed by SoMe channels, newsletters, website, sales force etc.
- **TM6: Customers who have subscribed via Apple iOS App – only available for AU & BE until 1.11.2022**
Inform them about the new feature, information on more convenience when subscribing via Cookidoo® web app.
-> Will be targeted by e-mail campaign

Target Groups

Overview

When using our communication regarding the new feature, we have to differentiate between those target groups:

- **TM5/TM31: Customers who have not yet done the upgrade**
Inform them about the new feature and inform them what is possible for them if they will upgrade.
-> Will be targeted by e-mail campaign.
- **TM5/TM31: Customers who have already done the upgrade**
Inform them about the new feature and inform them what is possible for them if they will upgrade.
-> Will be regularly informed by SoMe channels, newsletters, website, sales force etc.
- **TM5/TM31: Customers who have subscribed via Apple iOS App – only available for AU & BE until 1.11.2022**
Inform them about the new feature, information on more convenience when subscribing via Cookidoo® web app.
-> Will be targeted by e-mail campaign.

Communication Assets

Communication Overview Assets

No.	Name	Target Group/Channel	Content
1	Teaser video	Website, Cookidoo®	<ul style="list-style-type: none"> • Short teaser on what to come.
2	Promotional video & Social Media assets	SoMe, Website, Cookidoo®	<ul style="list-style-type: none"> • What is the new feature about? • Information what you can do with it. • Call to action: Upgrade, if you don't want to miss out on this and also not on new features to come!
3	Tutorial Video	SoMe, Website, Cookidoo®	<ul style="list-style-type: none"> • What is the new feature about? • What are scaled recipes on Cookidoo®? • How does scaling work?
4	FAQs	Sales force	<ul style="list-style-type: none"> • FAQ on all matters regarding the new feature „scaling“.
5	Thematic Page	Cookidoo®	<ul style="list-style-type: none"> • What is the new feature about? • What are scaled recipes on Cookidoo®? • How can I find scaled recipes on my national Cookidoo®? • Link to tutorials
6	Cookidoo® Teaser with Video	Cookidoo®	<ul style="list-style-type: none"> • Short explanation about the new feature including video • Link to thematic page
7	E-Mail Campaign	<ul style="list-style-type: none"> • 2.0 customers (TM6, TM5/TM31) • In-app-purchase-customers 	<ul style="list-style-type: none"> • Coming soon for 3.0 customers • What is it about? For whom is it? • Why is it cool? • For in-app purchase customers iOS app: Get your annual Cookidoo® membership next time on the Cookidoo® Website for more services from the Thermomix® team!

Thank you