

Press Release

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Electrolux Ideas Lab winner: Watch what you eat!

Stockholm, Sweden, November 28, 2016

Recognizing a timely idea to inspire healthy, sustainable eating, Electrolux today announced WatchYourself as the winner of Electrolux Ideas Lab. The concept is a wrist-worn gadget that scans food straight off the supermarket shelf and projects recipes into the palm of your hand.

Electrolux Ideas Lab is a global competition launched in August with the challenge question: "How can we inspire people around the world to enjoy tastier, healthier and more sustainable home cooking in the future?" Almost 40,000 people voted on www.electroluxideaslab.com to select 10 finalists, of which one now has been picked as the winner by a jury of Electrolux experts.

WatchYourself was created by Hannes Lung, a product design student from Estonia. Thanks to his innovative idea, which would simplify shopping and inspire healthier eating, he wins a €10,000 cash prize and an invitation to spend a VIP week in Stockholm. The experience is an exciting opportunity to meet with leaders and experts from Electrolux and network with creatives from Scandinavia's most successful start-ups.

"Engagement in the very first Electrolux Ideas Lab has been fantastic and has offered Electrolux an outstanding opportunity to tap into creative minds around the world for inspiration for healthier eating and life styles," says MaryKay Kopf, Electrolux Chief Marketing Officer and jury member. "The winning concept charmed us with its holistic approach; the creator was able to step into the shoes of consumers and solve challenges within food shopping and managing a busy family lifestyle. WatchYourself is something every busy parent would love to have."

Themes from the finalists

Electrolux Ideas Lab welcomed a host of ideas ranging from smartphone apps, food-sharing programs, innovative recipe collections, kitchen tools and life hacks to full-fledged business models.

The entries drew on trends including connectivity, 3D food printing and gamification. Apps were abundant, with potential usages ranging from food sharing to ingredient tracking, and there were new takes on products of today as well as food community and network visions of the future.

The Top 50 submissions came from 27 countries and crowd voting narrowed down the field to choose the Top 10. The Electrolux Ideas Lab jury evaluated the ten finalists and went on to select the ultimate winner, WatchYourself:

<https://www.electroluxideaslab.com/entries/watchyourself>

The nine other finalists were:

YouCook

<https://www.electroluxideaslab.com/entries/youcook>

A smartphone app designed to motivate people to cook delicious dishes with ingredients they already have at home.

VegiPrinter

<https://www.electroluxideaslab.com/entries/vegi-printer>

A food printer that promotes a plant-based diet but doesn't compromise on meat flavour.

Galef

<https://www.electroluxideaslab.com/entries/galef>

A smart and technological bottle that increases awareness of beverage and sugar consumption.

Tick-Tech Clip

<http://www.electroluxideaslab.com/entries/tick-tech-clip>

Who hasn't taken food out of the fridge only to realise it's past its sell-by date? This can soon change.

Taze

<https://www.electroluxideaslab.com/entries/taze>

A mobile and desktop application for people to make delicious food with every ingredient in their refrigerator.

Panda

<https://www.electroluxideaslab.com/entries/panda>

A 3D food printer for those who wish to change their diet without changing their habits.

KitchenBook

<https://www.electroluxideaslab.com/entries/kitchen-book>

By making cooking a more social experience, people can share and enjoy creating food together.

LunchBox

<https://www.electroluxideaslab.com/entries/lunchbox>

A food-sharing network allowing chefs to create delicious dishes for busy people wanting a home-cooked meal.

Cooquit

<https://www.electroluxideaslab.com/entries/cooquit>

An app that connects people who love to cook to share their talents with users that love to eat!

Electrolux is a global leader in home appliances and appliances for professional use, based on deep consumer insight. We offer thoughtfully designed, innovative and sustainable solutions, developed in close collaboration with professional users. The products include refrigerators, ovens, cookers, hobs, dishwashers, washing machines, vacuum cleaners, air conditioners and small domestic appliances. Under esteemed brands including Electrolux, AEG, Zanussi, Frigidaire and Electrolux Grand Cuisine, the Group sells more than 60 million products to customers in more than 150 markets every year. In 2015 Electrolux had sales of SEK 124 billion and 58,000 employees. For more information go to www.electroluxgroup.com.