



myTaste and BSH Partner to Bring 200,000 Recipes to the Smart Kitchen

Digital recipes platform myTaste, today announced a “game changing” deal to integrate its app with smart home appliances from BSH. The partnership will make 200,000 food recipes smarter and readily available to interact with connected appliances via myTaste’s app.

– “This deal represents a significant step towards myTaste’s goal to be a truly multi-platform company and opens up a whole new business area for us in IoT in general and the smart kitchen in particular,” said Jonas Söderqvist, CEO of myTaste.

This partnership between myTaste and BSH Home Appliances, brings the world’s most comprehensive recipe platform, to Europe’s leading kitchen appliances brands. The integration will allow home users to send recipe data and control Bosch and Siemens appliances with Home Connect remotely from within the myTaste recipes app. As part of the cooperation BSH is also investing in promotion activities on the myTaste platform in the Nordic countries Sweden, Norway, Denmark and Finland.

– “Our vision is to be the household name when it comes to recipes so naturally we have to be present whenever the consumer needs a recipe. Lately this translates into smart connected appliances and when BSH Home Appliances was looking for a global partner there was a perfect match. We consider this to be a true validation of the world-class quality of the platform we have built and that we have just started to scratch the surface of a huge market opportunity to bring our app to the fast growing IoT market.” said Jonas Söderqvist, CEO of myTaste.

– “BSH Appliances with Home Connect are designed and developed to be remarkable intuitive solutions with the aim of delivering a perfect result for users every time. The partnership with myTaste gives our customers virtually unlimited access to recipes customised to our products. We think this is a game changer that will allow us to continue to deliver a truly full and seamless cooking experience to the consumers at any level.” said Jingqi Liu, Senior Product Manager Home Connect, BSH Northern Europe.

IHS forecasts that the IoT market will grow from an installed base of 15.4 billion devices in 2015 to 30.7 billion devices in 2020 and 75.4 billion in 2025. McKinsey Global Institute research estimates that the impact of the Internet of Things (IoT) on the global economy might be as high as \$6.2 trillion by 2025.

myTaste’s recipe app with Home Connect will be available for free in Sweden, Norway, Denmark and Finland early 2017.

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About BSH Home Appliances

With more than 56,000 employees, and a revenue in 2015 of around 12.6 billion euros BSH is the largest manufacturer of home appliances in Europe and one of the leading companies in the sector worldwide. With a portfolio of 14 brands, alongside the global brands Bosch and Siemens, BSH Home Appliances stands for generations of groundbreaking technology and outstanding quality.

About myTaste

myTaste is one of the world’s largest digital recipe platforms with about 8 million recipes available in 27 languages. Since the start myTaste have served more than 1.5 billion recipes to home cooks around the world.

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