



SMEG introduces its first standalone air fryer, bringing high-performance cooking to the countertop

Iconic Italian appliance brand SMEG is pleased to introduce the AFC01 Dual Flavour Air Fryer, a new design-led countertop appliance created to bring greater versatility, simplicity and style to everyday cooking.

The AFC01 has been engineered to deliver the cooking performance today's kitchens demand, from crisp, golden textures to tender, juicy results, all with less oil. Combining advanced air frying technology with SMEG's refined Italian design language, the new appliance brings versatility and ease to everyday cooking while retaining the distinctive aesthetic that makes it unmistakably SMEG.



At the heart of the new model are two dedicated cooking modes, each developed to bring out the best in different ingredients. The Crispy function delivers uniform browning and a golden crunch, ideal for vegetables, chips, breaded dishes and snack-style favourites. Juicy+Crispy takes things further, combining hot air circulation with an internal steaming system that creates controlled humidity during cooking. The result is food that becomes crisp and fragrant on the outside, while retaining moisture, tenderness and flavour inside.

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Designed for busy homes and sociable kitchens, the AFC01 features an extra-large 7.3-litre capacity, allowing several portions to be prepared in a single batch. Seven preset programmes make common preparations simple, while manual time and temperature settings give users the flexibility to adapt recipes to personal taste. An intuitive touch control display keeps operation clear and straightforward, while the large see-through cooking window with integrated light makes it easy to monitor progress without opening the appliance and interrupting the cooking cycle.

The appliance is built for straightforward everyday use. A flip-open mechanism with central button release provides quick access to the removable basket, while the non-stick ceramic coating - made without PFAS — supports healthier cooking and simpler cleaning. Dishwasher-safe parts and silicone handles add practical convenience, making the AFC01 simple to use, clean and store.



Available in Black, White, Emerald Green and Storm Blue, the AFC01 has been designed to coordinate seamlessly with SMEG's wider Collezione family, helping create a more cohesive kitchen aesthetic.

The SMEG AFC01 Dual Flavour Air Fryer will be available from 14th September via shop.smeguk.com, retailing for £199.95.

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For further information, high-res images, and review sample requests, please contact smeg@littleredrooster.co.uk.

About SMEG

SMEG, founded in 1948, stands for "Smalterie Metallurgiche Emiliane Guastalla," is a proudly Italian company now in its third generation of the Bertazzoni family. Renowned for responsible production of products that combine technology and style, SMEG manufactures high performance large and small appliances, sinks, taps and cookware for the home, as well as professional equipment for the catering, hospitality, laboratory, and medical sectors.

Over time, SMEG has established itself as a symbol of high aesthetic around the world, and each product is made with a unique attention to research and development. Each new appliance is not just a product, but a creation, arisen from a deep study of design, ergonomics, and function. SMEG's internal design studio, which carries out painstaking research into aesthetics and style, has the support of internationally renowned designers such as Guido Canali, Mario Bellini, the Piano Design studio, Marc Newson, Giancarlo Piretti, Matteo Bazzicalupo and Raffaella Mangiarotti, Dolce & Gabbana.

For more information including stockists, please visit SMEG UK's brand website <https://www.smeguk.com/> online store <https://shop.smeguk.com/> and physical London Flagship Store located at 14 Regent Street, St James's, SW1Y 4PH. SMEG can also be found on LinkedIn (SmegUK Ltd), Facebook (SMEGUKOfficial), Instagram (@smeg_uk) and Pinterest (smeguk). For trade enquiries, please call +44 (0)344 5570070 or email sales@smeguk.com.

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