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NestlÃ© expands air fryer range in Americas

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With the air fryer continuing to be found in more kitchens around the world, NestlÃ© is developing its range of recipe mixes, meals and â??seasonings to support modern cooking with this device. The company has launched several air fryer-suitable products throughout North and South America that make it easy for people to enjoy more delicious meal moments.

"Consumers across the Americas are now increasingly using the air fryer to create wholesome meal moments," said Nikhil Chand, Head of Food Strategic Business Unit, NestlÃ© S.A. "We want to support them with air fryer-specific recipes, featured on digital platforms like Recetas NestlÃ©, and products. Our air fryer range includes ready-made meals, marinades, recipe mixes and seasoning wrappers. These modern cooking solutions are one of our six 'big bets' for 2025. Collectively, they have the potential to generate over 100 million Swiss francs in annual sales."

In Chile, where younger generations, in particular, are interested in modern ways of cooking, NestlÃ© has just launched the Maggi air fryer seasoning to capitalise on the growing interest in air fryers. Consumers want ideas for meals that are easy to prepare, involve fewer steps and require minimal utensils. NestlÃ© is helping them keep their air fryer meals varied and exciting.

In the US, where air fryer usage continues to rise, NestlÃ© recently rolled out three new air fryer meals under the popular Stoufferâ??s brand: Teriyaki Chicken, Garlic Parmesan Chicken and Orange Chicken. Feedback so far indicates that consumers like the taste and texture of the meals and find them very easy to make. Also in the US, NestlÃ© has repositioned its Hot Pockets products to allow for preparation in the air fryer, which gives them a crispier texture.