



PRESS RELEASE

# A NEW WAVE FOR JOSEPH JOSEPH



# JOSEPH JOSEPH AIMS TO REINVENT MICROWAVE COOKING WITH M-CUISINE DESIGNED BY YOU MEUS

Joseph Joseph is one of the fastest growing companies in the worldwide homewares market. We were approached by Joseph Joseph to help them extend their brand into a new category, microwave cookware.

We spent a lot of time talking to customers and took a deep dive into the world of microwave cooking, combining both consumer insight with ethnographic research. The microwave has hardly changed since the 60's but our attitudes to food, cooking and how we work and live has. Our research identified that while 80 percent of households own a microwave, they are rarely used for anything beyond reheating leftovers, cooking ready-made meals and defrosting.

Our aim was to try and change that perception with a product range that would go further and allow people to prepare meals or cook a wider range of food types using their microwave.

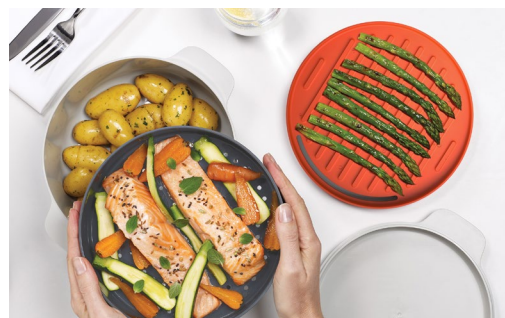
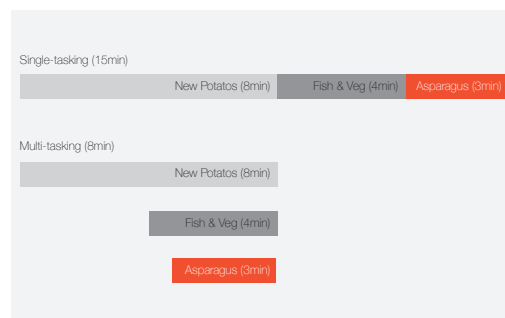
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### Rice & Grain Cooker

We researched the whole process of rice making, which led to several new ideas and innovations for this rice and grain cooker, including the multi-purpose rice paddle that doubles up as both a lock for the lid and a carry handle.

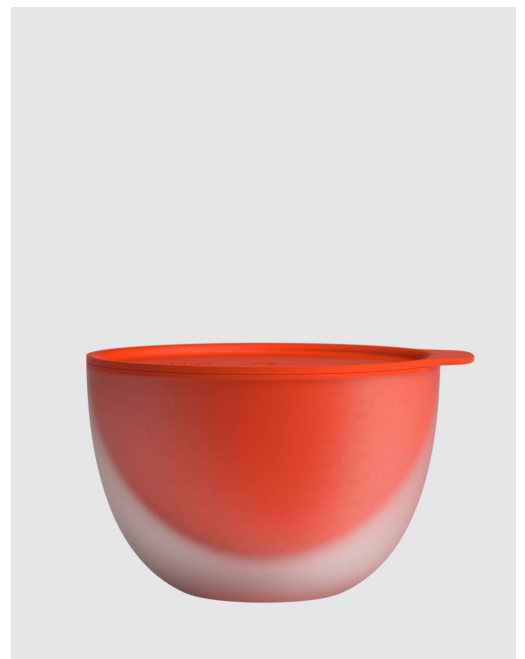
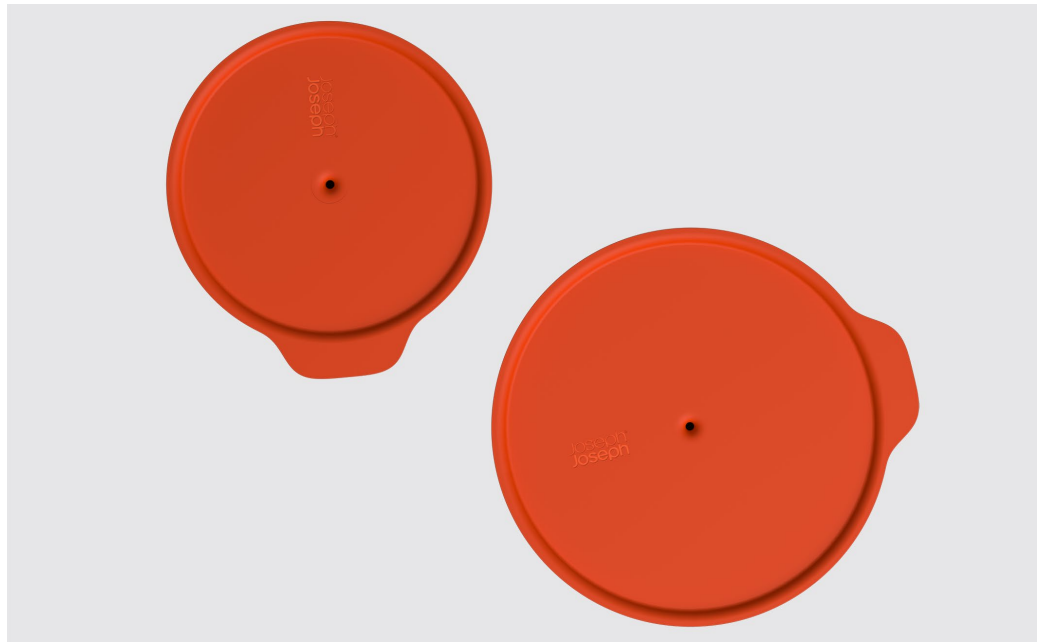
This resulted in a product that functions beautifully from packet to table.



### Stackable Cooking Set

This stackable cooking set is a highly versatile and efficient microwave cooking system. Our research highlighted that cooking a complete family meal in a microwave can be quite involving. Different foods require different cook times, resulting in a lot of dish juggling.

Versatility and multitasking were therefore the key drivers behind the design and development of this product. The stackable design allows you to save cooking time by pausing the microwave and adding layers during the cooking process. It steams fish and vegetables while simultaneously cooking rice, pasta or potatoes for quick and healthy one-pot cooking. A meal making powerhouse for busy families.



### Cool Touch Bowl & Dish

We discovered re-heating food to be one of the most common use cases with microwave ovens, which led us to one key insight, 'cool to touch'. This resulted in the design of set of microwave bowls and dishes that can be used to heat up leftovers, soups or porridge. The double-walled construction ensures that the outer bowl stays cool to touch.

Easy to hold when you are sofa dining or walking around the house with your morning porridge.

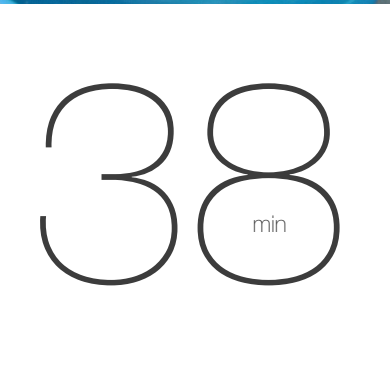
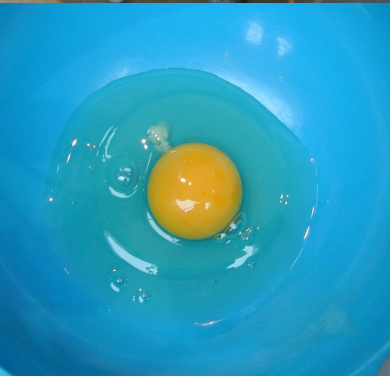
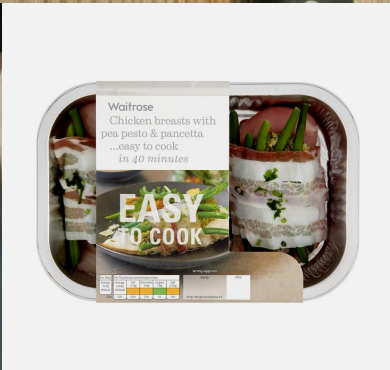


### Omelette Bowl

This omelette tool aims to deliver ultimate convenience to the preparation process with its dual-functionality. A microwavable tool that serves as both a mixing bowl and cooking vessel in a single product.

Simply crack an egg, whisk and cook.







#### Note to Editors

For further information, hi-res imagery or any press enquiry please contact Youmeus Design using the details below.

#### Useful Links

Youmeus Design Website:

<http://www.youmeusdesign.com/>

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