



Press Release Vorwerk Group

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Major update for Thermomix® and Cookidoo® – ecosystem gets smarter, more personalised and more global

Thermomix® takes its ecosystem to the next level: With the new Cookidoo® Assistant and Recipe Translation benefits, the largest culinary community gains comprehensive AI features. In addition, Arabic is introduced as a new language option on Thermomix® TM7, following a long-standing community demand.

Wuppertal, 21st of September 2026 – Vorwerk is introducing the AI-powered Cookidoo® Assistant, a new companion designed to answer a wide range of cooking and recipe question and help people move more naturally from inspiration to Guided Cooking. By understanding everyday language, the Assistant makes it easier to explore trusted Cookidoo® content, find relevant recipes, compare options, plan meals and organise cooking ideas. Together with Recipe Translation, it marks the next step in making the world's largest curated recipe ecosystem more intuitive, personalised and accessible. As part of the same ambition to bring people, recipes and cultures closer together, Thermomix® is also introducing Arabic to the existing language options.

Cookidoo® Assistant: a trusted companion for everyday cooking

Cookidoo® is the digital heart of the Thermomix® ecosystem. With more than 100,000 success-guaranteed recipes worldwide, it helps people discover inspiration, plan meals and cook with confidence. The new Cookidoo® benefits build on this trusted foundation: first, the Cookidoo® Assistant helps users find what they actually need, making the recipe universe easier to navigate through natural, conversational discovery; second, Recipe Translation opens more of this global content to customers in their own language. Together, they make Cookidoo® not only richer in content, but also easier to access and enjoy in everyday life.

Following a successful testing phase with Thermomix® Advisors, the AI-powered Cookidoo® Assistant will begin rolling out to customers from 21 September. By understanding everyday language, it helps users find recipes, compare options, plan meals and organise cooking ideas more efficiently. Whether looking for a quick family dinner, inspiration based on



ingredients already at home, meals that fit dietary needs or ideas for hosting friends, the Assistant guides users to relevant Cookidoo® content in a simple and intuitive way. It acts as a gateway to the trusted Cookidoo® experience and curated recipes, reducing time spent searching and increasing confidence in everyday cooking decisions.

In line with Vorwerk's direct sales DNA, the Cookidoo® Assistant has been tested extensively by selected Thermomix® Advisors since late 2025. Their experience from cooking demonstrations and real customer interactions has helped refine the feature and ensure it delivers meaningful everyday value.

Recipe Translation: bringing the global Cookidoo® community closer together

While the Cookidoo® Assistant helps users find the right inspiration more intuitively, Recipe Translation helps them go further once they have found it. Available in the Cookidoo® mobile app, the feature will initially support selected languages and country-specific recipes in English, Polish, Spanish, Portuguese, Italian, German and French. Customers can discover and cook a much larger share of the global Cookidoo® recipe collection in their own language. As the feature continues to evolve, additional languages and recipes will be added over time.

Going beyond simple translation, the feature helps recipes, traditions and food culture travel more easily across borders and languages. It strengthens the connection between members of the global Thermomix® community and enables customers to rediscover familiar dishes and explore new ones through Guided Cooking.

Arabic becomes a new, additional language option on Thermomix® TM7

Beyond the Cookidoo® experience, Vorwerk is also making the Thermomix® TM7 device itself more accessible to Arab users. With Arabic for Thermomix® TM7 starting on 21 September, Vorwerk is making Arabic available as a language option on the Thermomix® TM7. The introduction of Arabic responds to long-standing demand from the Thermomix® community. As an international product with multiple language options, Thermomix® TM7 is now adding a language many users have been waiting for. It gives Arab users the possibility to navigate the device in a language that feels familiar, making the cooking experience more accessible.

Arabic for Thermomix® TM7 can be selected as the device language independently of the country in which the device is used. When Arabic is selected, the Thermomix® TM7 user interface is displayed in Arabic and adapted to a right-to-left layout. The Arabic keyboard allows users to type, search and follow Guided Cooking in Arabic.

Arabic will launch first as a device language on Thermomix® TM7, the Arabic-language Cookidoo® app and web experience are currently in development and are planned to follow by the end of the year. This phased rollout allows users to benefit from the Arabic device experience immediately, while the wider Arabic Cookidoo® experience is being completed.



Until then, users can of course continue to explore recipes across all available Cookidoo® languages. The recipe content appears in its original language while remaining embedded in the right-to-left Arabic device environment.

Furthermore, more than 100 recipes in Arabic will be available for the device, reflecting culinary inspiration from across the Arab world, including Morocco, Algeria, Syria, Lebanon, Saudi Arabia, Iraq, Tunisia and Egypt. Together, these recipes add not only new content, but also dishes that carry memories, family moments, regional flavours and connections to home into the digital Thermomix® cooking experience.

An evolving ecosystem inspired by people

Dr. Thomas Stoffmehl, CEO Vorwerk: "Thermomix® has always evolved through the ideas and everyday experiences of its community. With this major update, we are making the entire ecosystem smarter, more intuitive and more inclusive. AI-powered discovery and recipe translation make trusted content easier to access, while the long-awaited introduction of Arabic responds to something our community has asked us for with great passion."

As a direct sales company, Vorwerk listens closely to the community. Users' experiences, feedback and culinary needs continuously inspire the evolution of the Thermomix® ecosystem. The Cookidoo® Assistant, Recipe Translation and Arabic for Thermomix® TM7 are distinct developments within the ecosystem, united by one ambition: to help people move more easily from inspiration and planning to Guided Cooking, while making familiar and new culinary traditions easier to discover, prepare and share.

ABOUT VORWERK

Vorwerk is Europe's number one direct sales company and the global leader in the direct sales of premium household appliances. Founded in Wuppertal, Germany, in 1883, the international family-owned company has built its success on a strong commitment to people, exceptional quality and products that are best experienced first-hand. Vorwerk's core business is the development, production and distribution of premium household products within the Thermomix® and Kobold ecosystems, combining innovative technology with personal advice and a vibrant community. Direct customer relationships have always been at the heart of Vorwerk's business model, with advisors playing a central role as trusted points of contact for customers. Responsible thinking and social commitment are deeply embedded in Vorwerk's corporate culture. This ranges from developing durable and repairable products to supporting social, cultural and educational initiatives. The Vorwerk family also includes the akf-Group, a financing partner for Germany's SME sector, providing tailored financing solutions backed by extensive industry expertise. In 2025, the Vorwerk Group generated sales of EUR 3.6 billion and is active in around 60 countries worldwide.



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