The Perfect Bake – Your Ultimate Digital Sous Chef - Launches In The UK At Firebox.com

Thursday 28 May, 2015

The Perfect Bake – your ultimate digital sous chef - launches in the UK at Firebox.com

Your own personal Mary Berry

- Have all the expertise of a world-class baker at home
- Bake beautiful & perfectly proportioned goods every time
- Scales pair with an instructive app on your smartphone or tablet
- Choose from hundreds of classic & modern recipes
- Watch the virtual glass & follow real-time baking instructions

UK Exclusive, May 28th 2015: Those guys on the Great British Bake-Off make it look so easy to create incredible cakes and treats. Unfortunately, you can't just fling a bunch of ingredients into a bowl, cook it up and expect to be crowned the next Paul Hollywood. World-class baking prowess requires considerable time and effort. Until now, that is, as **Firebox.com** launches **The Perfect Bake**to the UK market for the first time, ready to transform you into a baking guru that even Mr Hollywood would envy.

The Perfect Bake is an app-enabled device that pairs your smartphone or tablet to some rather smart weighing scales and an interactive app, providing you with step-by-step instructions to create impeccably baked treats every time. Simply pop your mixing bowl on the scale and start adding ingredients. The real-time virtual bowl on your smartphone app will tell you when to stop pouring! No more measuring, no more counting, no more effort.

The Perfect Bake even adjusts the recipe as it goes, so should an unfortunate gobbling of chocolate chips occur between Sainsbury's and home, no problem. Just pop the remains on the scale and Perfect Bake rescales the recipe.

A real advocate of efficiency, it boasts 3 built-in timers – one for baking, mixing and cooling – so will remind even the most forgetful of chefs to never miss a beat. Don't worry about stumbling past a vital part of the recipe either, as this virtual virtuoso will tell you when you're ready to move on to the next step too.

The integrated app features hundreds of different recipes as well as the Pantry feature, which uses ingredients available in the cupboards to create recipes based on what is available in the house, meaning no more last-minute trips to the shops to purchase vanilla extract. For the real pro's out there, you can even customise each recipe or add photos of your scrumptious creations.

No more misread measurements, no more collapsed soufflés or over-floured Victoria sponges. Think of it as your own personal Mary Berry, only packed full of tech and less likely to fill your ears with relentless innuendos.

The Perfect Bake is available from Firebox.com for just £59.99.

MORE INFO

Compatible with the Following Devices:

- iPad, iPhone, iPod Touch, Galaxy S3, S4, S5, Android, Galaxy Pro Series, Galaxy Note 2, 3, 8, 10, Galaxy Tab 2, Tab 3, Galaxy Express, Optimus G, Nexus 7 2013 (2nd Gen), Nexus S, Nexus 10, Nexus 4, Droid Razr, One, One Mini.

Includes:

- Includes scale, phone/tablet stand, 3 mixing bowls (small - large), oven thermometer, and 3.5mm cable. Requires 3 AAA batteries (not included).

For more information and samples please contact: T: 0800 044 5010 | E: press@firebox.com Please visit the Firebox Press Centre for high resolution images

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