



Over 2,000 regular users have become part of Future of Cooking's Advisor Programme and have been vital to its exponential growth.

PHOTO: COURTESY OF THERMOMIX SINGAPORE

Recipe for success

Since launching smart kitchen all-in-one Thermomix in Singapore in 2017, local distributor The Future of Cooking has been steadily building a strong community of users here – executive director JC Lim tells us how it did it

By Chelsia Tan

For many home cooks in Singapore, whipping up a delicious meal might not be possible without Thermomix, a smart, hands-free kitchen all-in-one that effectively preps, blends, stirs and cooks ingredients.

"We have built the demand from scratch and are pleased to have installed Thermomix into over 15,000 households in Singapore as people discover the benefits of easier cooking with the appliance," says Mr JC Lim, executive director of Singapore distributor The Future of Cooking.

The appliance, an original invention of German

manufacturer Vorwerk in 1961, was introduced here in 2017. Since then, the home-grown distributor has reported a compound annual growth rate of 151.4 per cent.

It is no small feat for a company that relies mostly on word of mouth to spread the benefits of the appliance. Mr Lim shares how The Future of Cooking has succeeded in establishing Thermomix as an indispensable kitchen companion here.

Thermomix makes healthy eating possible for the busy singaporean

Regular market surveys conducted by The Future of Cooking revealed that a lack of time resulted in an over-reliance on takeouts and processed foods among local households.

"We found that people are looking for an all-in-one cooking appliance that does everything from prepping to self-cleaning. Thermomix, with its 24 cooking functions and an in-built digital library of over 66,000 recipes that guide users from start to finish, makes the

process much simpler and effortless. Thus, we know there is a demand for the product here," says Mr Lim.

Growing a strong community through a shared love of cooking

The promotion of Thermomix in Singapore relies mostly on social media and word of mouth. Regular users – who are also ambassadors of The Future of Cooking's Advisor Programme – host mini Thermomix cooking sessions with an intimate circle of friends and family in their own homes, Thermomix cooking studios, or through online platforms like Zoom. This way, its benefits are communicated as a genuine form of bonding and recreation, which encourages the growth of a tight-knit community of Thermomix users.

By engaging its own consumers, the company has provided employment opportunities for over 2,000 individuals here, a part of which includes homemakers and professional mothers.

Cooking can be a breeze for culinary professionals too

While Thermomix has garnered a reputation as a reliable kitchen assistant for home cooks, The Future of Cooking has not discounted professionals in the food industry as a market potential—an estimated 15 per cent of its sales are from commercial kitchens.

"We are pleased to partner a range of food supply brands as well as the popular cooking show MasterChef Singapore. Thermomix is also a tireless kitchen hand in many top restaurants around the world. Acclaimed Singapore establishments such as Waku Ghin, Garibaldi and Burnt Ends have Thermomix in their professional kitchens, and companies use it to develop and test recipes before commercial production," shares Mr Lim.