

Press release

Great honour for Rommelsbacher –
Kitchen Innovation Award 2026 for the FRH 2650 XXL

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Dinkelsbühl, 6 February 2026 | Great pleasure at Rommelsbacher: the FRH 2650 XXL double hot air fryer has been awarded the prestigious Kitchen Innovation Award 2026. On 6 February 2026, the innovative appliance was officially honoured at the Ambiente trade fair in Frankfurt/Main – an award based on a unique two-stage selection process involving a comprehensive consumer survey. The award impressively demonstrates that successful products are created when people's needs are taken seriously and translated into user-centred solutions – which is exactly what Rommelsbacher has achieved with the FRH 2650 XXL.

Consumers decide – Rommelsbacher wins

The Kitchen Innovation Award is no ordinary prize. Designed as a consumer award, it essentially puts the final evaluation in the hands of consumers after the jury has assessed the submitted products in a preliminary selection process. For the 20th time, the most popular kitchen innovations were determined in a multi-stage process – and the FRH 2650 XXL prevailed against strong competition. The official award ceremony took place on Friday, 6 February 2026, during the Ambiente trade fair in Frankfurt/Main. The special award for the FRH 2650 XXL in the categories of functionality, ease of use, innovation, product benefits and design confirms that Rommelsbacher consistently focuses on the needs of people in everyday life, thereby strengthening consumer confidence.

'This award is a special honour for us,' says Oliver Hawner, Head of Marketing | PR at Rommelsbacher. 'It shows that with the FRH 2650 XXL, we have created exactly what consumers are looking for: a appliance that offers real benefits, is intuitive to use and impresses with its sophisticated details. The Kitchen Innovation Award confirms our commitment to developing user-centred solutions.'

Two frying baskets, countless possibilities – as versatile as everyday life

The FRH 2650 XXL is more than just a hot air fryer – it is a true all-rounder for the modern kitchen. With two removable and separately adjustable 5.5-litre frying baskets, it offers XXL capacity for families and maximum flexibility at the same time. Whether it's crispy chips for the children in one basket while tender vegetables cook in the other – or large quantities of the same dish thanks to the match function: the FRH 2650 XXL adapts to every need. The sync function is also particularly clever, controlling both frying baskets so that different foods are ready at the same time. Perfect when the main course and side dish need to be served at the same time. And the crispy function provides 3 minutes of full power at 230 °C at the touch of a button – ideal for quick browning. 12 predefined programmes take the work off your hands and can be individually adjusted and saved.

Press contact:

Oliver Hawner · Head of Marketing | PR

Phone +49 (0) 9851 5758-5829 · presse@rommelsbacher.de · www.rommelsbacher.de

ROMMELSBACHER ElektroHausgeräte GmbH · Rudolf-Schmidt-Straße 18 · 91550 Dinkelsbühl/Germany

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Innovation you can see and feel

The large viewing window with switchable interior lighting makes cooking an experience – and eliminates the need to open the frying baskets unnecessarily. Intuitive operation with unique LED colour symbols and touch control sensors makes handling incredibly easy. The programmes can be selected directly, and only what is currently running is displayed – for maximum clarity. The temperature range from a low 40 °C, ideal for keeping food warm, to a high 230 °C for more intense browning and crispiness, opens up a wide range of possible uses: deep-frying, grilling, baking, reheating, steaming, defrosting and much more.

Well thought out down to the smallest detail

The stylish design with stainless steel surfaces and anti-fingerprint coating makes the FRH 2650 XXL an eye-catcher in any kitchen. The heat-insulated housing with metal interior walls, overheating protection, safety switch and non-slip base guarantee maximum operational safety. Hot Air Convection Technology ensures even heat distribution and the best results. The high-quality ceramic non-stick coating is PFAS-free – for conscious enjoyment without compromise. A 60-minute timer allows you to plan your cooking precisely. All removable parts are easy to clean – for effortless everyday use.

The FRH 2650 XXL double hot air fryer from Rommelsbacher will be available in stores from March 2026 at a price of €229.99. Discover this award-winning innovation now!

About ROMMELSBACHER ElektroHausgeräte GmbH:

Our roots are in Stuttgart, where Dipl.-Ing. Gustav Rommelsbacher started his business in the year 1928 with the design and production of loudspeaker systems. He was an inventive genius with innovative ideas and the good instinct for the trends and needs of his time. After World War II, Dinkelsbühl/Germany became his new home. He started his production in a garage, with all materials he could get hold of, and made electric appliances which were urgently needed at that time. Radiators, electric irons and mobile cooking plates were manufactured under the brand robusta and soon delivered to many countries. The first brick-built factory was designed and expanded in the years that followed. His son, his daughter and his son-in-law joined the team and robusta became ROMMELSBACHER. In a spirit of great commitment, with high quality appliances and the strengths of a family-owned company, they developed a brand which is well-known for its first-class products.

In 1991, the third generation entered the business and in 1995, ROMMELSBACHER moved premises to a larger block of buildings which formed the perfect basis for further growth.

Modernization and expansion started in 2014, making the Dinkelsbühl/Germany premises fit for the future, since the fourth generation is already waiting in the wings.

Please find further information on our website www.rommelsbacher.de as well as on our social media channels:

Facebook: [@ROMMELSBACHER.de](https://www.facebook.com/ROMMELSBACHER.de) · Instagram: [@rommelsbacher](https://www.instagram.com/rommelsbacher) · Pinterest: [rommelsbacher](https://www.pinterest.com/rommelsbacher) · YouTube: [c/ROMMELSBACHER1928](https://www.youtube.com/c/ROMMELSBACHER1928) · TikTok: [@rommelsbacherdeutschland](https://www.tiktok.com/@rommelsbacherdeutschland)

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