

Mar 03, 2023

**The world's first science-based cookware,
To be Unveiled at The Inspired Home Show, Chicago**

FIREUP Cookware Limited is proud to announce the launch of their new line of premium cast iron cookware at The Inspired Home Show, Chicago from March 4-7, 2023. The one-of-a-kind cooking products are the first real innovation in cast iron cookware for nearly a century; its patented finned design not only looks iconic but significantly outperforms conventional cast iron by faster and more even cooking.

What's different? While conventional cookware only heats from the bottom, our patented fin design guides heat across the bottom and up the sides of the FIREUP Dutch oven, resulting in more efficient and even heat distribution, preserving the aroma and flavor of food. The design upgrade creates an oven-like, even cooking experience with superior heat conduction and retention.

The team is excited to launch the saucepan, skillet and Dutch oven in never-seen-before colors for the very first time globally. The pans are designed at the University of Oxford and manufactured in Holland from 100% recycled iron, designed to last a lifetime.



FIREUP Dutch oven 5 L | Saucepan 3 L | Skillet

FIREUP pans are coated with high-quality chip-resistant enamel and do not require seasoning. The prototypes have been tested in professional kitchens and produced great results.

Easy to clean, the pans are oven (up to 260°C / 500°F) and dishwasher safe. You can easily bake, sauté, simmer, roast, fry and sear and the perfectly-fitting lid retains the steam, enriching the flavor and aroma of your food. All pans will be made from 100% recycled iron in Holland and shipped with zero-plastic packaging. These are beautiful pans that will last you a lifetime.

The saucepan is available in matt black, blue and green colors while the Dutch oven and skillet is offered in matt black, blue, green, wine red and gray color options.

The company launched its first product, the FIREUP Dutch Oven, on Kickstarter and Indiegogo crowdfunding platforms, raising more than \$260k from 1600+ customers located in 36+ countries.

FIREUP was founded by Raghav Agarwal, an Oxford University alumnus, from a family with three generations of cookware manufacturing experience and Dr. Tom Povey, Engineering Science Professor at University of Oxford and a serial entrepreneur who spends most of his time working on jet engines and rockets.



Co-founders: Raghav Agarwal and Dr. Tom Povey

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FIREUP Cookware Products are available for sale on their website: <https://www.fireupcookware.com>

Promotional assets:

<https://drive.google.com/drive/u/2/folders/1B8sGrxvQLbkyZVSCjY0tsA-1cXy1OhnM>

Media inquiries: Connect with Raghav Agarwal at press@fireupuk.com

Bulk orders and any other inquiries, connect at contact@fireupuk.com

Our brand story:

<https://www.youtube.com/watch?v=meS4blLoy9Q>

Media coverage:

<https://cherwell.org/2021/11/30/startup-spotlight-bringing-rocket-science-into-cooking/>

<https://startups.co.uk/just-started/raghav-agarwal-fireup/>

<https://eship.ox.ac.uk/raghav-agarwal-founder-of-fireup/>

