

Instant Pot
Brands™

INSTANT POT BRANDS: LIFE IS BETTER IN AN INSTANT

Brand
License
Deck

The background of the advertisement features a stainless steel Instant Pot on the right side. To its left is a white bowl filled with rice topped with sliced almonds. In the foreground, a plate of meatballs in a red sauce is served with rice and vegetables. A glass of orange juice with a straw is on the left, and a fork and knife are placed on a pink napkin. An orange plate with a fork is in the bottom right corner. The text is overlaid on a semi-transparent white banner across the middle of the image.

Instant Pot Brands: Revolutionizing Home Cooking.

We enhance home cooking through **innovative, time-saving** and **effortless** kitchen appliances that make **healthy cooking** accessible & convenient for everyone.

OUR HISTORY

Back in 2009, Dr. Robert Wang had one goal: make home cooking less of a hassle. The result? A smart multi-cooker that did more than anyone expected—and kicked off a kitchen counter revolution. Fast-forward through a few million fans, sold-out Black Fridays, and one internet-breaking community later, Instant Pot became the pressure cooker that launched a thousand dinner plans.

But we didn't stop there. Since then, we've expanded into Air Frying, Slow Cooking, and most recently Ice Cream—turning our mission of making dinner easier into a broader promise: helping people cook, create, and celebrate every kind of craving.



OUR CATEGORIES

Instant Pot
— Brands™



Multi-Cookers



Air Fryers



Slow Cookers



Rice Cookers



Toaster Ovens



Frothers



Ice Cream Makers

Priority Categories for Licensing

- Gadgets/Accessories
- Seasonings/Sauces & Meal Solutions
- Small Appliances
- Cookware/Bakeware
- Food Storage/Meal Prep
- Frozen Dessert & Beverage Accessories (InstantChill™)



INSTANT POT BY THE NUMBERS



TENS OF
MILLIONS:
UNITS SOLD



3MM FANS:
Facebook
Community

'000,000's:
RECIPES
ONLINE



★★★★★
100,000+:
5-Star
Reviews





The Instant Pot Consumer

A highly engaged audience united by a love of food, convenience and creating memorable experiences at home.

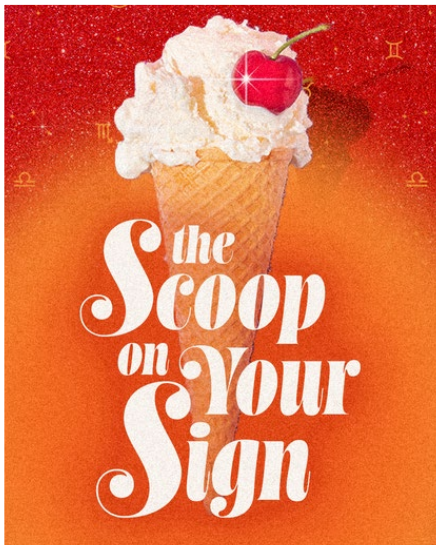
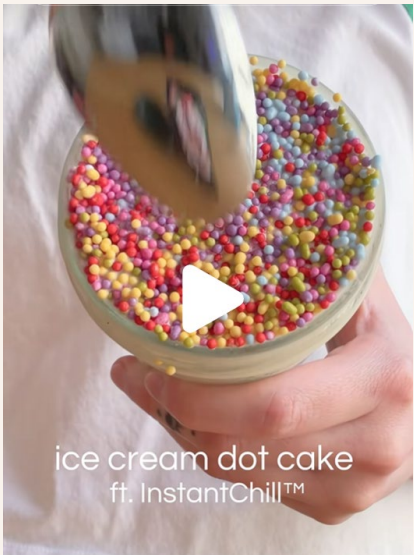
Occasion	Audience
Everyday Meals	Busy Families
Entertaining	Hosts and Food Lovers
Food Exploration	Recipe Seekers
Self-Expression	Social media food culture
Wellness	Health-focused consumer



OUR RETAIL PARTNERS



A Top Social Media Presence



810K Followers |
3.3M Community Members
4.5M page reach last 90 days
417K Interactions last 90 days



576K Followers
5.7M page reach last 90 days
190K Interactions last 90 days



168.2K Followers
298K page reach last 90 days
3K Interactions last 90 days



125K Followers
465.3K page reach last 90 days
189K Interactions last 90 days

4.9M FOLLOWERS ACROSS OUR MAIN PLATFORMS



Instant Pot in the Media

The Best Electric Pressure Cooker Is an Instant Pot

Wirecutter

Updated February 24, 2026



FOOD&WINE

The 5 Best Instant Pots, According to Our Tests

The Instant Pot Pro topped our list after multiple rounds of testing.

By Jason Horn | Updated on June 23, 2026



Credit: Food & Wine

Instant Pots combine the capabilities of [slow cookers](#), [pressure cookers](#), [rice cookers](#), [yogurt makers](#), and more into one convenient appliance that cooks almost anything. It's spawned an entire genre of [Instant Pot cookbooks](#) with over a dozen different models to choose from.

To find the best Instant Pot, we've tested and re-tested 13 models, evaluating smart WiFi capabilities, different shapes and sizes, and other new features. If you're looking to get into the Instant Pot for the first time or want to upgrade your trusty old model, these picks aced our tests.

bon appétit

The Best Instant Pots for Cooking Smarter, Not Harder

Let us help quell your decision fatigue.



BY FRANCESCA WEMPA
April 22, 2023

All products featured on Bon Appétit are independently selected by our editors. However, we may receive compensation from retailers and/or from purchases of products through these links.

Hi there, a perpetually tired home chef here. These days my favorite way to feed myself is to order takeout. After hours of working at my computer and juggling all of life's stuff, the idea of hovering over the stove can feel like...a lot. And if you too have ever stared at your oven at 7 p.m. with no dinner plan and a growing sense of hunger, you need an Instant Pot. Take it from me—these things can take less time than scrolling through your delivery apps.

Instant Pot's multitasking cookers can seemingly do it all, including sautéing, [slow cooking](#), steaming, even making [yogurt](#). Some are straightforward, others are a bit fancier, but they all share the same end goal: to make a meal with minimal effort.

delish

33 Instant Pot Recipes That Prove It Can Cook (Almost) Everything

Spoiler alert: It can even make *cheesecake*.

By Mackenzie Filson | PUBLISHED: FEB 20, 2026

SAVE ARTICLE | Share



PHOTO: RACHEL VANNI | FOOD STYLING: BROOKE CAISON

GOOD HOUSEKEEPING

10 best multi-cookers that genuinely do it all, expert tested

One of these clever gadgets could save you space, time and money

BY PESAN KELL, JACQUE VORLEY | PUBLISHED: 10 JUNE 2026

TESTED BY BLOSSOM BOOTHMAN | HOME TESTING MANAGER



HEARST OWNED

yahoo!

the spruceEats



BUSINESS INSIDER

Better Homes & Gardens.



HUFFPOST



BuzzFeed

techradar

REAL SIMPLE



LET'S GET
COOKING!





Instant Pot
Brands™

FOR LICENSING INQUIRIES

THE B^RAND LIAISON

Steven Heller
Steven@TheBrandLiaison.com
561-302-7838

Karen Diamond
Karen@TheBrandLiaison.com
201-310-2798

Patricia Mercer
PMercer@PMConsultingUSA.com
917-406-6441

TheBrandLiaison.com