

BY AZÚR

Stars' Brunch

Aim the star in your kitchen
- Star Airfryer by Philips



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Tegnap Dóri barátnőmmel a Philips meghívásából a Villa Bagatelle-ben jártunk, ahol egy speciális reggelin vettünk részt; magunknak készítettük el az asztalunknál a Philips Star Airfryerében a kedvenc reggeli fogásainkat; én a kedvenc egg benedictemet ettem brióson, míg Dóri pirított gombás frittatát készített, aztán nem bírtunk magunkkal, mindketten sütöttünk magunknak french toast fingerseket juharsziruppal.

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Philips' star: The Airfryer

Philips came out with THE first-ever airfryer in 2010 using RapidAir technology: the O.G. airfryer.

The mission is to make healthy cooking easy.

The Philips Airfryer XXL Smart is a high-end product, but people don't think of it as a Star.

Although it doesn't bring the stars down...

It still can be the star of your kitchen.

It just simply cooks everything, nothing stays raw.





We want to get momagers, who want to demonstrate how health-conscious they are, to desire the Star Airfryer for their kitchen by attaching it to a premium experience.



**The perfect
experience
for Momagers
is a healthy
brunch**

60%

Of the Moms love
to cook

64%

Aim to try out
new recipes

47%

Enjoy to eat out.



Have a brunch with the Star

A special
experience at
Villa Bagatelle
with Philips
Star Airfryer.



First stage

Stars' brunch

Generating buzz around the event on Instagram and TikTok.

Cooperating with the influencers.

#Starbrunch



Second stage

Make Stars' brunch a permanent item on Villa Bagatelle's menu to make it possible to try out the Star airfryer.

Request guests to write a review of the experience and the airfryer itself after the brunch.



**Be your
own Star
in your
kitchen!**