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Media Contact:

Saige Kolpack for Ivar's Restaurants
206-456-3430 | saige@duopr.com

Ivar's Debuts 3D Printed Chowder for Foodie Tech Consumers

SEATTLE – April 1, 2016 – In a bid to reel in today's tech savvy food consumers, Ivar's unveiled a new approach to its world-famous clam chowder: instead of hot out of the pot, it will be served fresh off the press, thanks to 3D printing. As of today, the company will begin serving up print-on-demand chowder at one of its fish bar locations to beta test its new prototype designed for the in-home, small office, RV, military and low volume restaurant markets. The printer saves on food waste and gives consumers the ability to customize their chowder order right down to the potato shape and edible dinnerware.

"Seattle is an innovative city, known for its progressive high-tech employment sector, as well as its best-in-class food community – marrying the two together is the wave of the future," said Kirsten Wlaschin, director of marketing for Ivar's Restaurants. "With our new 3D printers we're now able to serve up arguably the most customizable and cutting edge chowder dining experience ever available."

Ivar's commissioned the patent-pending printer from celebrated Norwegian industrial design firm Dårilig Ide. Fittingly, the family of Ivar's beloved founder, Ivar Haglund, hailed from Norway. Dårilig Ide has produced a number of machinery firsts throughout its storied company history.

The groundbreaking printer technology is controlled via an intelligent app that will be available via popular app merchants. At its core, the patent-pending features include the utilization of ultraviolet light and photopolymerization to reconstruct the organic components and a food-safe laser which prints the ingredients in the chowder. This also enables the unit to be lightweight and energy efficient. After inputting the ingredient specification code, consumers can choose from a suggested menu or pick their own combo. The machine prints the ingredients into the bowl on demand, layering it appropriately, which results in a steaming hot cup of perfectly printed chowder.

"One of the machine's splashiest features is its ability to print the chowder's hearty potatoes in a variety of shapes, including wave, circle, parallelogram and the Space Needle," said Sløf Lirpa, director of innovation and business operations at Dårilig Ide. "We're taking user engagement a step further so consumers can also upload a custom CAD drawing via our intelligent app to print potatoes to specification. Imagine the possibilities!"

Lirpa explained that Ivar's wanted the product steeped in its Seattle roots. Therefore, they added additional Seattle charm by incorporating edible dinnerware made with a proprietary blend of local, organic, sustainable and environmentally conscious ingredients. For example, the spoons are available in several flavors that complement the meal and are crafted from sourdough bread ingredients, baked and compacted into a spoon shape, and then coated with a flavored-enriched powder, such as cracked pepper, parsley, green onions, cheddar cheese and paprika, that enhance the chowder flavor.

With those options, consumers have 4,116 possibilities to customize their own chowder meal, and there is no waste given every part is edible. And users will just need to fight the temptation to eat their delectable spoon before they are done with their chowder.

“When Ivar’s came to us to develop a 3D printer for its clam chowder, we just couldn’t say ‘no,’” continued Lirpa “We have almost a decade of experience creating the scanning and design software and now we have a patent pending for the hardware and edible blend of ingredients that can make serving vessels, such as the chowder bowl.”

Once Ivar’s in-restaurant beta test is complete, the new 3D printer with edible dinnerware will sell for \$193.80 at its own branded stores. The company is also in talks with local retailers to complement its national online and brick and mortar retailer sales channels. Ivar’s encourages consumer feedback for those who wish to weigh in on the company’s new 3D printer. Comments can be left on Ivar’s Facebook page:

www.facebook.com/IvarsRestaurants.

About Ivar’s

Ivar’s Restaurants opened on Seattle’s waterfront in 1938. Today, there are 23 Ivar’s fast casual Seafood Bars and three full-service restaurants: Ivar’s Acres of Clams, Ivar’s Salmon House and Ivar’s Mukilteo Landing. Ivar’s Seafood, Soup and Sauce Company markets and sells its award-winning soups, chowders and sauces nationally and internationally. The company also operates regional stadium concessions including Safeco Field, CenturyLink Field, Alaska Airlines Arena, Husky Stadium and Cheney Stadium. Learn more at www.Ivars.com or Follow Ivar’s on [Facebook](#), [Twitter](#), [Pinterest](#) or [Instagram](#).

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