



TOWER®

BUILT FOR BETTER SINCE 1912

elite

AIR FRYER SERIES



elite

AIR FRYER SERIES

Introducing the Elite air fryer collection,
Tower's most advanced air frying collection to date.
The collection is packed full of features with stainless
steel trim and an exquisite matte grey finish,
elevating air fryers to new heights of sophistication.

TREND INFORMATION & CONSUMER DEMOGRAPHIC

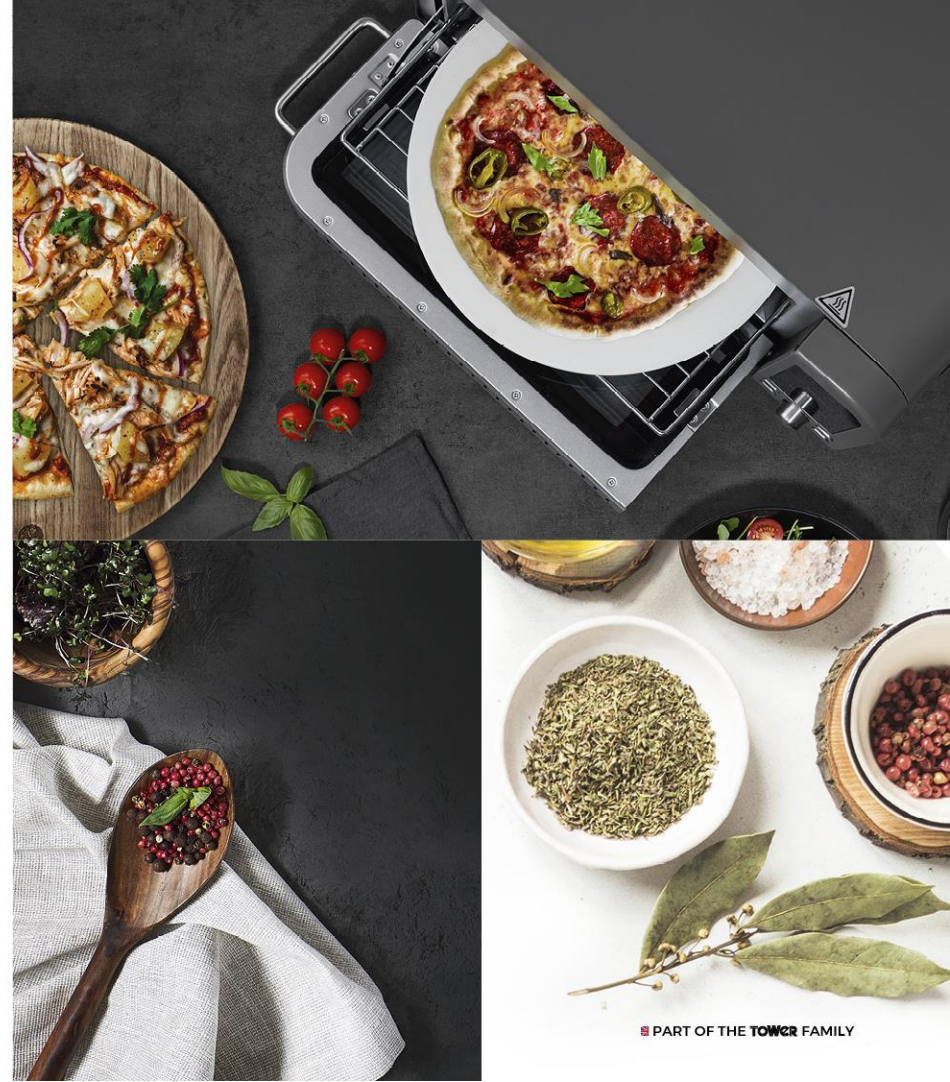
Consumers have come to realise that air fryers are not limited to just frying chips and have become versatile kitchen staples capable of preparing a wide range of dishes.

As experienced air fryer users seek more from their cooking appliances, they are drawn to high-end models that offer advanced features and cooking options.

The Elite Air Frying collection is Tower's top of the range collection that delivers enhanced cooking performance through precise temperature control, powerful heating elements, and Vortx air frying technology, ensuring consistent and evenly cooked meals.

The advance features and convenience offered by these models, with features like pressure cooking, microwaving, and a large capacity, further appeal to consumers looking for the ultimate air fryer experience.

Lastly, the Elite collection exudes sophistication and style with its stainless-steel trim and exquisite matte grey finish.



After the successful launch of the **T17138 Elite 10.4L Air Fryer**, Tower is expanding its **premium range** with the introduction of a full **Elite family of air fryers**.

The range will offer a consistent and recognisable design across the full collection further strengthening Tower's brand identity in the air fryer market. This also allows consumers to easily upgrade or choose different sizes while maintaining a familiar look and feel.



8 LITRE
DUAL BASKET



8 LITRE
DUAL BASKET
+ WINDOW



11 LITRE
DUAL BASKET
+ FLEXI



COMPLETE WITH VORTX TECHNOLOGY

Vortx® AirBlast Technology is a revolutionary new way to fry food with Tower and has been meticulously developed in house by our product development team over a two-year period. Our owned technology sets us apart from other air fryers in the market that are built with standard, off the shelf equipment.

It works by quickly and efficiently circulating hot air through the fryer to cook food that is deliciously-golden and crisp on the outside, yet still juicy and tender on the inside. It's faster than a conventional oven and effective in creating crispier results without the use of oil, making fried meals healthier than ever.

**ADVANCED
HEATER
MATRIX**

**RAPID AIR
CIRCULATION**

**30% FASTER
WITH 99%
LESS OIL**

**POWERFUL
VORTX FAN**

**SUPER-HEAT
AIR VORTX®**

**LOSE THE
OIL NOT THE
FLAVOUR**

**ENJOY
HEALTHIER
COOKING**

**No.1
IN THE
UK**



CONSUMER ENERGY SAVER

With gas and electricity prices soaring and the cost of living on the rise, consumers are looking for ways to reduce their energy consumption in order to save money.

Our tests have shown that using a Tower Air fryer over an conventional oven can save consumers up to 70% on energy usage raising the demand for Vortex air fryers even further.



SAVE UP TO 70%
ON ENERGY IN THE KITCHEN
WITH TOWER AIR FRYERS



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AIR FRYER SERIES

PACKAGING AND ONLINE CONTENT

The Air Fryer Elite collection has been designed with best in class packaging and online content to maximise sales conversion.



PIZZA OVEN and AIR FRYER

For a more complete cooking experience.

Create delicious pizzas in the home with an authentic crispy base, and enjoy crispy, delicious food without the need to deep fry.



SAVE UP TO
70%
ON ENERGY BILLS!



The 18L Pizza Oven is powerful and cooks food much faster than conventional ovens, yet uses far less energy.

SAVE UP TO 70% ON YOUR ENERGY AND CONTRIBUTE TO A SUSTAINABLE FUTURE SIMPLY BY SWITCHING TO THE A TOWER PIZZA OVEN.

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AIR FRYER SERIES



T17138
10.4 Litre Dual
Basket Air Fryer



T17133
26 Litre AirWave
2-in-1 Air Fryer
& Microwave



T17141
Pizza Oven
& Air Fryer

NEW FOR 2025/2026



T17194
Vortex 8L Dual
Basket Air Fryer



T17195
Vortex 8L Dual
Basket Air Fryer
with Windows



T17200
Vortex 11L
Flexi Draw
Air Fryer

