# Brisk It unveils Zelos 450 electric wood pellet smoker at CES 2025



At the Consumer Electronics Show (CES) 2025, Brisk It, a barbecue technology startup, has unveiled its latest innovation in the realm of smart cooking with the introduction of the Zelos 450 electric wood pellet smoker. Priced at $399, the Zelos 450 is marketed as an affordable option in the smart grill market, significantly lower than its predecessors that started at $849.99. The company’s strategy includes leveraging generative AI to enhance cooking experiences, allowing users to automate cooking processes and receive tailored recipe suggestions through the device’s accompanying mobile application.

The Zelos 450 features an impressive 450 square inches of cooking space and is equipped with Wi-Fi connectivity, enabling users to monitor their cooking and adjust settings remotely. Notably, this grill employs Vera 2.0 AI, an updated version of the original Vera AI system, which enhances the user experience by offering features that include Smart Image Recognition. This capability enables users to upload photos of ingredients, prompting the AI to generate suitable recipes. Additionally, the AI simplifies recipe recreation, allowing users to automate the cooking of their favourite dishes.

Brisk It’s earlier offerings, the Origin 940 and Origin 580 grills, had established a reputation for high-end smart grilling solutions, but with price points of $1,099.99 and $849.99 respectively, they weren’t an accessible option for many consumers. The introduction of the Zelos 450 aims to address this market gap by providing an entry-level device that maintains the brand's commitment to quality while incorporating AI technology. The Zelos 450’s AI capabilities include the ability to monitor cooking processes, automatically adjust temperatures when prompts are missed, and send notifications to the user regarding the cooking progress and necessary actions, such as applying moisture to dishes.

Speaking to Tech Radar, Brisk It expressed confidence in the future of its AI grilling technology, stating that Vera 2.0 is designed to enhance the user’s grilling experience by ensuring precision and ease of use throughout the cooking process. The company noted the positive reception of similar features in prior grill models, suggesting a trend where automation can significantly improve home cooking outcomes.

Brisk It is set to showcase the Zelos 450 in action at their CES booth, where demonstrations will provide first-hand insights into the grill’s functionalities. The gathering of tech enthusiasts and prospective buyers at CES marks an ideal platform for Brisk It to highlight innovations in grilling technology and engage directly with consumers eager for advancements that enhance culinary experiences. As the company continues to innovate, it is expected that the demand for smart grilling solutions will grow, propelled by the integration of AI into everyday cooking.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.homecrux.com/brisk-it-zelos-450-ai-smart-grill/303290/> - Corroborates the introduction of the Brisk It Zelos 450 AI-powered pellet grill at CES 2025, its price, features, and AI capabilities.
* <https://www.cookoutnews.com/snap-pictures-for-recipe-suggestions-from-brisk-its-zelos-450-pellet-grill/> - Supports the details about the Zelos 450's features, including its price, cooking space, Wi-Fi connectivity, and Vera 2.0 AI technology.
* <https://www.homecrux.com/brisk-it-zelos-450-ai-smart-grill/303290/> - Provides information on the Zelos 450's Smart Image Recognition and recipe recreation capabilities.
* <https://www.cookoutnews.com/snap-pictures-for-recipe-suggestions-from-brisk-its-zelos-450-pellet-grill/> - Details the availability and distribution channels for the Zelos 450 grill, including its expected release in Q1 2025.
* <https://www.homecrux.com/brisk-it-zelos-450-ai-smart-grill/303290/> - Explains the AI capabilities of the Zelos 450, such as monitoring cooking processes, adjusting temperatures, and sending notifications.
* <https://www.cookoutnews.com/snap-pictures-for-recipe-suggestions-from-brisk-its-zelos-450-pellet-grill/> - Mentions Brisk It’s earlier high-end grill models and the market gap addressed by the Zelos 450.
* <https://www.homecrux.com/brisk-it-zelos-450-ai-smart-grill/303290/> - Highlights Brisk It’s confidence in the future of their AI grilling technology and the positive reception of similar features in prior models.
* <https://www.cookoutnews.com/snap-pictures-for-recipe-suggestions-from-brisk-its-zelos-450-pellet-grill/> - Describes the demonstration of the Zelos 450 at CES and its potential impact on the demand for smart grilling solutions.
* <https://www.homecrux.com/brisk-it-zelos-450-ai-smart-grill/303290/> - Corroborates the temperature range of the Zelos 450 grill, from 180 to 500 degrees Fahrenheit.
* <https://www.cookoutnews.com/snap-pictures-for-recipe-suggestions-from-brisk-its-zelos-450-pellet-grill/> - Supports the integration of Vera 2.0 AI in enhancing the user’s grilling experience with precision and ease of use.