

## CONSUMER ELECTRONICS

# Bosch unveils AI-powered integrations at CES 2026

January 8, 2026



*The brand is utilizing artificial intelligence to enhance its selection of food-prep offerings. Image credit: Bosch*

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

German technology company Bosch is showcasing the next generation of luxury lifestyle upgrades.

Alongside a series of new home appliances, the brand unveiled Bosch Cook AI, introducing the in-app feature during this year's Consumer Electronics Show (CES). The company also engaged prominent culinary figures at its booth, supporting its trade show presence with visuals from the ongoing "The More You Bosch, the More You Feel Like a Bosch" campaign.

"CES 2026 marks Bosch home appliances' largest presence at the show to date, with our precision-engineered solutions taking the spotlight in the show stand alongside celebrity chefs known from Top Chef and Food Network, as well as bold creative from our ongoing national ad campaign that launched at the Big Game last year," said Darcy Clarkson, CEO of [BSH Region North America](#), in a statement.

"We're also highlighting our leadership role in employing practical AI in the home appliances space with the unveiling of the Bosch Cook AI feature coming to the Home Connect app in the near future, as well as our participation in an official CES panel on the smart home alongside other ecosystem leaders."

## Helping hand

Compatible with the company's proprietary appliance tech and available through its Home Connect app, Bosch Cook AI assists users in preparing complex meals via personalized walkthroughs.

Whether instructing users on how to cook several steaks to specific levels simultaneously or adapting dishes to suit the ingredients one has on hand, the mobile phone-based experience provides expert, live food-preparation guidance.

At CES, Bosch is showing off the software with live demonstrations from celebrity chefs Nyesha Arrington, Marcel Vigneron and Bryan Voltaggio. The brand's headlining "The More You Bosch, the More You Feel Like a Bosch" campaign has also been updated to highlight new developments.

*Bosch's headlining campaign supports its CES 2026 presence*

Additionally, in partnership with online shopping giant Amazon, the brand is bringing the Alexa+ generative AI assistant to its Bosch 800 Series espresso machine, making it the first product of its type to offer the service.

"The collaboration between Alexa+ and Bosch on the 800 series espresso machine demonstrates how conversational AI can deliver sophisticated experiences for our shared customers," said Daniel Rausch, VP of Alexa and Echo at Amazon, in a statement.

"We are designing new tools to bring Alexa+ intelligence to more smart home devices, and Bosch is one of the first brands building on those experiences."



*The company also introduced new cordless vacuums and hosted multiple panels at CES. Image credit: Bosch*

Other luxury operators, such as beauty group L'Oral, are previewing next-generation gadgets at the popular trade show ([see story](#)).

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