



Download photos [here](#)

Embed video [here](#)

DoughBed by Sourhouse to Make its Debut at Inspired Home Show 2025

An IHA 2025 Global Innovation Award finalist, DoughBed is a breakthrough proofing bowl that enables home bakers to proof their dough just right every time on their schedule.

Chicago, IL (February X, 2025)— Enabling home bakers to proof their dough just right every time, on time, the [DoughBed by Sourhouse](#), a breakthrough proofing bowl that pairs ergonomic design with precision temperature control, will make its debut at the Inspired Home Show in Chicago from March 2 to 4.

Presented by the International Housewares Association (IHA), the Inspired Home Show is North America's largest housewares trade show. It connects retail buyers with sellers in the kitchen, home, and housewares categories.

A finalist for the [IHA's 2025 Global Innovation Award](#) (gia) for Excellence in Product Design in the Kitchen Electronics category, the DoughBed elegantly solves bread baking's most persistent challenge: maintaining optimal dough temperature during proofing and fermentation. Its innovative design pairs an ergonomic bowl, inspired by traditional wooden dough bowls, with a temperature-controlled warming mat that maintains the ideal 75-82°F proofing temperature. The DoughBed's market appeal was immediately clear when its 2024 [Kickstarter campaign](#) surpassed its \$25,000 goal in less than three hours, ultimately raising over \$268,000 from more than 1,500 enthusiastic backers. The first DoughBeds will ship to customers in May 2025.

"At Sourhouse, we're dedicated to making sourdough baking accessible to all," said co-founder Erik Fabian. "At the Inspired Home Show, we'll demonstrate how the DoughBed turns bread baking from a guessing game into a consistently delicious result. It's the confidence-building tool that makes great bread possible for every home baker on their schedule."

Visitors to the Sourhouse booth will also see demonstrations of Goldie, the sourdough starter warming device that won Good Housekeeping's 2024 Best Kitchen Gear Award, and their Bread Blanket.

"For home bakers, knowing when their dough is ready to shape into a loaf of bread is one of the biggest challenges in baking," said Jennifer Yoko Olson, Sourhouse co-founder and industrial designer. "We're excited to show how the DoughBed's design solves this universal challenge. What was once the most frustrating part of bread baking is now effortlessly managed – exactly the kind of innovation retailers are looking for to help their customers succeed in the kitchen."

。SOUR HOUSE

Key design features of the DoughBed include:

- The open and shallow bowl—inspired by traditional wooden dough bowls—is super pleasant and ergonomic for mixing, folding, and kneading.
- The transparent glass design allows you to visually track the dough's rise and know when the dough will be ready to shape
- A cork warming mat gently holds dough at the ideal 75-82°F proofing temperature
- An insulating cork lid prevents the dough surface from drying out
- An international USB plug that requires only 10w of power – the most energy-efficient way to proof a few loaves of dough.

For more on Sourhouse, visit the Sourhouse Press Center at <https://sourhouse.co/press>

###