

# NINJA<sup>®</sup>

## BL740

OWNER'S GUIDE

### PROFESSIONAL BLENDER



# THANK YOU

for purchasing the Ninja® Professional Blender



## REGISTER YOUR PURCHASE

 [registeryourninja.com](http://registeryourninja.com)

 Scan QR code using mobile device

## RECORD THIS INFORMATION

Model Number: \_\_\_\_\_

Serial Number: \_\_\_\_\_

Date of Purchase: \_\_\_\_\_  
(Keep receipt)

Store of Purchase: \_\_\_\_\_

## TECHNICAL SPECIFICATIONS

Voltage: 120V~, 60Hz

Power: 1100 Watts

Pitcher Capacity: 72 oz. (9 cups, 2.15 L)

MAX Liquid

Capacity: 64 oz. (8 cups, 1.9 L)

Nutri Ninja® Cup

Capacity: 16 oz. (2 cups, 470 ml)

**PLEASE READ CAREFULLY AND  
KEEP FOR FUTURE REFERENCE.**

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**TIP:** You can find the model and serial numbers on the QR code label on the back of the unit by the power cord.

# IMPORTANT SAFETY INSTRUCTIONS

PLEASE READ CAREFULLY BEFORE USE • FOR HOUSEHOLD USE ONLY

	<b>Read and review instructions for operation and use.</b>
	<b>Indicates the presence of a hazard that can cause personal injury, death or substantial property damage if the warning included with this symbol is ignored.</b>
	<b>For indoor and household use only.</b>
<b>When using electrical appliances, basic safety precautions should always be followed, including the following:</b>	

## WARNING

**To reduce the risk of injury, fire, electrical shock or property damage, basic safety precautions must always be followed, including the following numbered warnings and subsequent instructions. Do not use appliance for other than intended use.**

- 1 Read all instructions prior to using the appliance and its accessories.
- 2 Carefully observe and follow all warnings and instructions. This unit contains electrical connections and moving parts that potentially present risk to the user.
- 3 Take your time and exercise care during unpacking and appliance setup. This appliance contains sharp, loose blades that can cause injury if mishandled.
- 4 Take inventory of all contents to ensure you have all parts needed to properly and safely operate your appliance.
- 5 Blades are sharp. Handle carefully.
- 6 This product is provided with a Stacked Blade Assembly and a Chopping Blade Assembly. **ALWAYS** exercise care when handling blade assemblies. The blade assemblies are sharp and are **NOT** locked in place in their containers. The blade assemblies are designed to be removable to facilitate cleaning and replacement if needed. **ONLY** grasp the blade assembly by the top of the shaft. Failure to use care when handling the blade assemblies will result in a risk of laceration.
- 7 **ALWAYS** exercise care when handling the Nutri Ninja® Blade Assembly. The blades are sharp. **ONLY** grasp the Nutri Ninja Blade Assembly by the outer perimeter of the blade assembly base. Failure to use care when handling the blade assembly will result in a risk of laceration.
- 8 Turn the appliance **OFF**, then unplug the appliance from the outlet when not in use, before assembling or disassembling parts, and before cleaning. To unplug, grasp the plug by the body and pull from the outlet. **NEVER** unplug by grasping and pulling the flexible cord.
- 9 Before use, wash all parts that may contact food. Follow washing instructions covered in this instruction manual.
- 10 Before each use, inspect blade assemblies for damage. If a blade is bent or damage is suspected, contact SharkNinja to arrange for replacement.
- 11 **DO NOT** use this appliance outdoors. It is designed for indoor household use only.
- 12 This appliance has a polarized plug (one prong is wider than the other). To reduce the risk of electric shock, this plug will fit in a polarized outlet only one way. If the plug does not fit fully in the outlet, reverse the plug. If it still does not fit, contact a qualified electrician. **DO NOT** modify the plug in any way.
- 13 **DO NOT** operate any appliance with a damaged cord or plug, or after the appliance malfunctions or is dropped or damaged in any manner. This appliance has no user-serviceable parts. If damaged, contact SharkNinja for servicing.
- 14 This appliance has important markings on the plug blade. The entire supply cord is not suitable for replacement. If damaged, please contact SharkNinja for service.
- 15 Extension cords should **NOT** be used with this appliance.
- 16 To protect against the risk of electric shock, **DO NOT** submerge the appliance or allow the power cord to contact any form of liquid.
- 17 **DO NOT** allow the cord to hang over the edges of tables or counters. The cord may become snagged and pull the appliance off the work surface.
- 18 **DO NOT** allow the unit or the cord to contact hot surfaces, including stoves and other heating appliances.
- 19 **ALWAYS** use the appliance on a dry and level surface.
- 20 **DO NOT** allow children to operate this appliance or use as a toy. Close supervision is necessary when any appliance is used near children.
- 21 This appliance is **NOT** intended to be used by people with reduced physical, sensory, or mental capabilities, or lack of experience and knowledge, unless they have been given supervision or instruction concerning use of the appliance by a person responsible for their safety.

## SAVE THESE INSTRUCTIONS

# IMPORTANT SAFETY INSTRUCTIONS

PLEASE READ CAREFULLY BEFORE USE • FOR HOUSEHOLD USE ONLY

## ⚠ WARNING

To reduce the risk of injury, fire, electrical shock or property damage, basic safety precautions must always be followed, including the following numbered warnings and subsequent instructions. Do not use appliance for other than intended use.

- 22 ONLY** use attachments and accessories that are provided with the product or are recommended by SharkNinja. The use of attachments, including canning jars, not recommended or sold by SharkNinja may cause fire, electric shock, or injury.
- 23 NEVER** place a blade assembly on the motor base without it first being attached to its corresponding container (pitcher or cup) with the lid also in place.
- 24** Keep hands, hair, and clothing out of the container when loading and operating.
- 25** During operation and handling of the appliance, avoid contact with moving parts.
- 26 DO NOT** fill containers past the **MAX FILL** or **MAX LIQUID** lines.
- 27 DO NOT** operate the appliance with an empty container.
- 28 DO NOT** microwave any containers or accessories provided with the appliance.
- 29 NEVER** leave the appliance unattended while in use.
- 30 DO NOT** blend hot liquids. Doing so may result in pressure buildup and steam exposure that can pose a risk of the user being burned.
- 31 DO NOT** process dry ingredients with the Single-Serve Blending Cup and Nutri Ninja® Blade Assembly, the pitcher and Stacked Blade Assembly, or the processor bowl and Chopping Blade Assembly.
- 32** To reduce the risk of injury, never place Chopping Blade Assembly or discs on base without first putting bowl properly in place.
- 33 DO NOT** perform grinding operations with the Single-Serve Blending Cup and Nutri Ninja Blade Assembly, the pitcher and Stacked Blade Assembly, or the processor bowl and Chopping Blade Assembly.
- 34 NEVER** operate the appliance without lids and caps in place. **DO NOT** attempt to defeat the interlock mechanism. Ensure the container and lid are properly installed before operation.
- 35** Before operation, ensure all utensils are removed from containers. Failure to remove utensils can cause containers to shatter and potentially result in personal injury and property damage.
- 36** Keep hands and utensils out of containers while chopping to reduce the risk of severe personal injury or damage to the blender/food chopper. A scraper may be used **ONLY** when the blender or processor is not running. When using the processor, always use food pusher to add food. **NEVER** add food by hand.
- 37** If you find unmixed ingredients sticking to the sides of the cup, stop the appliance, remove the blade assembly, and use a scraper to dislodge ingredients.
- 38 DO NOT** open the pitcher's pour spout cap while blender is operating.
- 39** If you find unmixed ingredients sticking to the sides of the pitcher, stop the appliance, remove the lid, and use a spatula to dislodge ingredients. **NEVER** insert your hands into the pitcher, as you may contact one of the blades and experience a laceration.
- 40 DO NOT** attempt to remove the container or lid from the motor base while the blade assembly is still spinning. Allow the appliance to come to a complete stop before removing lids and containers.
- 41** If the appliance overheats, a thermal switch will activate and temporarily disable the motor. To reset, unplug the appliance and allow it to cool for approximately 30 minutes before using again.
- 42 DO NOT** expose the containers and accessories to extreme temperature changes. They may experience damage.
- 43** Upon completion of processing, ensure the blade assembly is removed **BEFORE** emptying container's contents. Remove the blade assembly by carefully grasping the top of the shaft and lifting it from the container. Failure to remove the blade assembly before emptying the container results in a risk of laceration.
- 44** If using the pitcher's pour spout, hold the cover in place on the container or ensure lid lock is engaged when pouring to avoid risk of injury.
- 45** Remove the Nutri Ninja® Blade Assembly from the Single-Serve Cup upon completion of blending. **DO NOT** store ingredients before or after blending them in the cup with the blade assembly attached. Some foods may contain active ingredients or release gases that will expand if left in a sealed container, resulting in excessive pressure buildup that can pose a risk of injury. For ingredient storage in the cup, use only Spout Lid to cover.
- 46** The maximum wattage rating for this appliance is based on the configuration of the Nutri Ninja Blade Assembly and Single-Serve Cup. Other configurations may draw less power or current.
- 47 DO NOT** submerge the motor base or control panel in water or other liquids. **DO NOT** spray motor base or control panel with any liquid.
- 48 DO NOT** attempt to sharpen blades.
- 49** Turn off the appliance and unplug the motor base before cleaning.

## SAVE THESE INSTRUCTIONS

## PARTS

There are a variety of accessories that are compatible with this blender series.

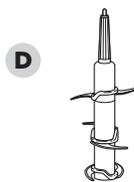
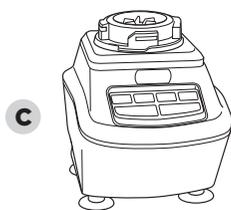
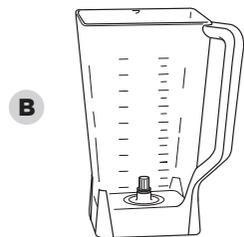
**NOTE:** The top flap of your box shows the select accessories that are included with your model.

To purchase more accessories and find great recipes, visit [ninjakitchen.com](http://ninjakitchen.com).

### PARTS

- A** Pitcher Lid with Locking Handle
- B** 72 oz.\* Blender Pitcher
- C** Motor Base  
(attached power cord not shown)
- D** Stacked Blade Assembly (pitcher)
- E** To-Go Lid (x2)
- F** Nutri Ninja® Blade Assembly
- G** 16 oz. Nutri Ninja Cup (x2)
- H** Bowl Lid with Locking Handle

\*64 oz. max liquid capacity.



**NOTE:** Blade Assemblies are not interchangeable.

**NOTE:** Number of cups and lids vary by model.

## BEFORE FIRST USE

**IMPORTANT:** Review all warnings on pages 4-7 before proceeding.

### DID YOU KNOW?

- You can take your drinks on the go using the spout lid.

**NOTE:** All attachments are BPA free and dishwasher safe. It is recommended that the containers, lids, and blade assemblies be placed on the top rack of the dishwasher. Ensure blade assemblies and lids are removed from the containers before placing in the dishwasher. Exercise care when handling blade assemblies.

- 1** Remove all packaging materials from the unit. Exercise care when unpacking blade assemblies, as the blades are sharp.
- 2** The Chopping Blade Assembly and Stacked Blade Assembly are **NOT** locked in place in their containers. Handle the Chopping Blade Assembly and Stacked Blade Assembly by grasping the top of the shaft.
- 3** Handle the blade assemblies by grasping around the perimeter of the blade assembly base.
- 4** Wash containers, lids, and blade assemblies in warm, soapy, water using a dishwashing utensil with a handle to avoid direct contact with the blades. Exercise care when handling blade assemblies, as the blades are sharp.
- 5** Thoroughly rinse and air-dry all parts.
- 6** Wipe motor base with a soft cloth. Allow it to dry completely before using.

# USING THE BLENDER PITCHER

**IMPORTANT:** Review all warnings on pages 4-7 before proceeding.

**IMPORTANT:** As a safety feature, the power button (⏻) will flash and the motor will not work if the pitcher and lid are not installed correctly. When the pitcher and lid are installed properly, the power button (⏻) will be solid, indicating that the appliance is ready for use.

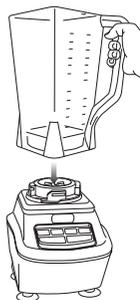
**NOTE: DO NOT** add ingredients before completing installation of the Stacked Blade Assembly.

**NOTE:** If the Stacked Blade Assembly is not fully seated, you will not be able to install and lock the lid.

**NOTE:** The Stacked Blade Assembly will fit loosely on the drive gear.

**TIP:** It's best to add the liquid ingredients first and then the dry ingredients.

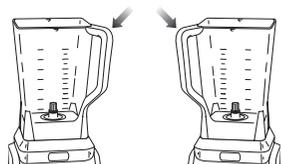
- 1 Place the motor base on a clean, dry, level surface such as a counter or table top. Press down on the motor base to make sure that the suction cups adhere to the counter or table top.



- 2 Align and lower the Pitcher onto the motor base. Handle should be aligned slightly to the right of the "LOCK" symbol on the motor base.



- 3 Rotate the pitcher clockwise until it clicks in place. As the pitcher rotates, it will lower and the safety tabs on the bottom of the pitcher will slide under the safety tabs on the top of the motor base.



- 4 The pitcher can be placed on the motor base two ways; the handle can be on the front right corner or the front left corner.



- 5 Holding the Stacked Blade Assembly by the top of the shaft, place it onto the drive gear inside the container. Ensure that the Stacked Blade Assembly is seated properly and is standing upright.
- 6 Add the ingredients to the pitcher, making sure that they do not exceed the highest measured marking line on the side of the pitcher.

**NOTE:** When blending any kind of liquids, such as mixtures of any drinks or smoothies, do not exceed the "Max liquid" mark (64 oz.) on the pitcher.

- 7 Plug the power cord into the electrical outlet and press the power button (⏻).



- 8 Holding the lid by the handle in the upright position, place it on top of the pitcher aligning the arrow (▼) located on the lid with the arrow (▲) located on the bowl's handle.

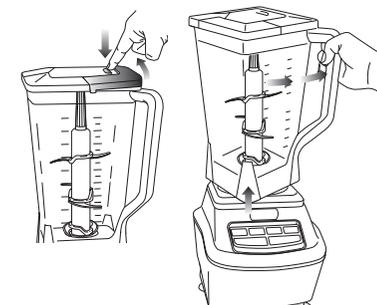


- 9 Select the speed that best suits your needs.

**NOTE:** When blending any kind of liquids, such as mixtures of any drinks or smoothies, do not exceed the "Max liquid" mark (64 oz.) on the pitcher.



- 10 When you have reached your desired consistency, stop the appliance by pressing same button again or select the power button (⏻) and wait for the attachment to stop turning.



- 11 Turn the pitcher counter-clockwise to lift off the base.
- 12 Open the pour spout cap and use the spout to empty liquid contents.
- 13 For thicker consistencies, first remove the lid by pressing the release button and pulling the lid handle up to a 90 degree angle to lift lid off the pitcher. Then, carefully remove the Stacked Blade Assembly by the top of the shaft. Place Stacked Blade Assembly away from the work area to avoid accidental contact. Finally, empty contents from the pitcher.
- 14 Make sure that the unit is unplugged when not in use.



- 15 To release the motor base from the counter or table top, place your hands underneath both sides of the motor base and gently pull the unit up and towards you.

# USING THE NUTRI NINJA® CUP

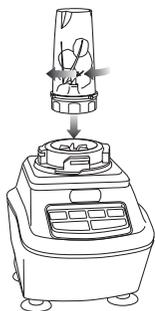
**IMPORTANT:** Review all warnings on pages 4-7 before proceeding.

**TIP:** For best results, use short PULSES. Practice makes perfect.

- 1 Place the motor base on a clean, dry, level surface such as a counter or table top. Press down on the motor base to make sure that the suction cups adhere to the counter or table top



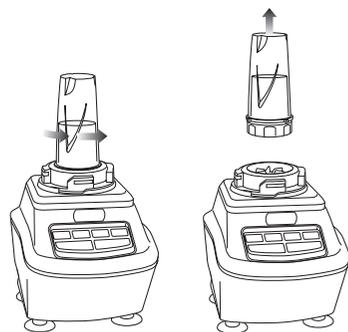
- 2 Add ingredients to the Nutri Ninja cup.
- 3 Place the Nutri Ninja Blade Assembly onto the cup and screw it tightly until you have a good seal.



- 4 Turn the Nutri Ninja cup upside down and place it onto the motor base, aligning the tabs on the cup with the motor base. Turn the Nutri Ninja cup clockwise to lock into place. You will hear a click when the lock is engaged.



- 5 Press down on the Single Serve button in short intervals to activate.



- 6 When you have reached your desired consistency, stop the appliance by removing your hand from the Single Serve button and wait for the blade assembly to stop turning. Turn the Nutri Ninja cup counter-clockwise and pull straight up to remove.

**NOTE: DO NOT** overfill. To avoid spilling, do not add ingredients past the MAX fill line.



- 7 Turn the cup upright and remove the Nutri Ninja blade by twisting the blade assembly to the left.
- 8 Place the To-Go drinking lid onto the Nutri Ninja cup, twist to seal and enjoy.
- 9 Make sure that the motor base is unplugged when not in use.



- 10 To release the motor base from the counter or table top, place your hands underneath both sides of the motor base and gently pull the unit up and towards you.

## SPEED SETTINGS & USES

BUTTON	FUNCTION	USE
<b>POWER</b> 	On/Off	Always turn appliance 'Off' when not in use.
<b>1</b>	Processing & Mixing	Use to mix thin batters, gravies and marinades, scramble eggs, puree cooked foods, uncooked fruits and chop vegetables for dips and salsa.
<b>2</b>	Blending	Use to grate hard cheeses, cream soups*, beat dips, grind nuts, thorough chopping, blend sauces* and spreads. Blend mixed drinks, powdered drinks or milk shakes.
<b>3</b>	Pureeing, Liquefying & Ice Crushing	Use to mix smoothies, frappes, liquefy thick mixtures and blend whole fruits and vegetables. Crush ice cubes for snow cones, chilled beverages or frozen slushes
<b>PULSE</b>	Controlled Processing & Bursts of Power	Use to control chopping and processing.

**IMPORTANT:** Do not run the appliance over 4 minutes at a time to prevent overheating of the appliance.

\* When blending sauces and soups, make sure they're cooled to room temperature first - Ninja\* containers are not intended for hot blending.

## CARE & MAINTENANCE

### CLEANING

Separate all parts. Wash all containers in warm, soapy water with a soft cloth.

#### • Hand-Washing

Wash blade assemblies in warm, soapy water using a dishwashing utensil with a handle to avoid direct contact with the blades. Exercise care when handling blade assemblies as the blades are sharp. Thoroughly rinse and air-dry all parts.

#### • Dishwasher

All attachments are dishwasher safe. It is recommended that the lids, containers, and blade assemblies be placed on the top rack of the dishwasher **ONLY**. Ensure the blade assemblies are removed from their containers before placing in the dishwasher. Exercise care when handling blade assemblies.

#### • Motor Base

Turn off the unit and unplug the motor base before cleaning. Wipe motor base with a clean, damp cloth.

**DO NOT** use abrasive cloths, pads, or brushes to clean the base.

### STORING

Wrap the power cord around the cord wrap on the back of the motor base. Store the unit upright and store all blade assemblies inside or attached to their respective containers with their lids locked in place.

**DO NOT** store blended or unblended ingredients in the Single-Serve Cup with the Nutri Ninja® Blade Assembly attached.

**DO NOT** stack items on top of the containers. Store any remaining attachments alongside the unit or in a cabinet where they will not be damaged or create a hazard.

### RESETTING THE MOTOR

This unit features a unique safety system that prevents damage to the motor and drive system should you inadvertently overload the it. If the unit is overloaded, the motor will be temporarily disabled. Should this occur, follow the reset procedure below.

**1** Unplug the unit from the electrical outlet.

**2** Allow the unit to cool for approximately 15 minutes.

**3** Remove the container's lid and blade assembly. Empty the container and ensure no ingredients are jamming the blade assembly.

**IMPORTANT:** Ensure that maximum capacities are not exceeded. This is the most typical cause of appliance overload.

If your unit needs servicing, please call Customer Service at 1-877-646-5288. So we may better assist you, please register your product online at **registeryourninja.com** and have the product on hand when you call.

### ORDERING REPLACEMENT PARTS

To order additional parts and attachments, visit **ninjaaccessories.com**.

## TROUBLESHOOTING GUIDE

**⚠ WARNING: To reduce the risk of shock and unintended operation, turn power off and unplug unit before troubleshooting.**

### **Motor Doesn't Start or Blade Assembly Doesn't Rotate.**

- Make sure the container is securely locked on the motor base.
- Make sure the lid is securely on the container in the correct position (align arrows).
- The appliance is turned "Off". Press the power button (⏻) to turn blender "On".
- Check that the plug is securely inserted into the electrical outlet.
- Check the fuse or circuit breaker.
- The unit has overheated or overloaded. Unplug and wait approximately 15 minutes before using again.
- Check to make sure the unit is not overloaded.

### **Food is Unevenly Chopped.**

- Either you are chopping too much food at one time, or the pieces are not of even size and processing smaller amounts per batch.

### **Food is Chopped Too Fine or is Too Watery.**

- The food has been over processed. Use pulse button for controlled processing.

### **Food Collects On Lid or On the Sides of the Container.**

- The mixture is too thick. Add more liquid.

### **You Cannot Achieve Snow From Solid Ice.**

- **DO NOT** use ice that has been sitting out or has started to melt. Use ice straight from the freezer.
- Start with a few pulses and then go to a continuous blending cycle.

### **Motor Base Won't Stick to Counter or Table Top.**

- Make sure surface and suction feet are wiped clean. Suction feet will only stick to smooth surfaces. Suction feet **WILL NOT** stick on some surfaces such as, wood, tile and non-polished finishes.
- **DO NOT** attempt to use appliance when the motor base is stuck to a surface that is not secure, (cutting board, platter, plates, etc.).

# Shark | NINJA

## ONE (1) YEAR LIMITED WARRANTY

The One (1) Year Limited Warranty applies to purchases made from authorized retailers of **SharkNinja Operating LLC**. Warranty coverage applies to the original owner and to the original product only and is not transferable.

SharkNinja warrants that the unit shall be free from defects in material and workmanship for a period of one (1) year from the date of purchase when it is used under normal household conditions and maintained according to the requirements outlined in the Owner's Guide, subject to the following conditions and exclusions:

### **What is covered by this warranty?**

1. The original unit and/or non-wearable parts deemed defective, in SharkNinja's sole discretion, will be repaired or replaced up to one (1) year from the original purchase date.
2. In the event a replacement unit is issued, the warranty coverage ends six (6) months following the receipt date of the replacement unit or the remainder of the existing warranty, whichever is later. SharkNinja reserves the right to replace the unit with one of equal or greater value.

### **What is not covered by this warranty?**

1. Normal wear and tear of wearable parts (such as blending vessels, lids, blades, blender bases, etc.), which require regular maintenance and/or replacement to ensure the proper functioning of your unit, are not covered by this warranty. Replacement parts are available for purchase at [ninjaccessories.com](http://ninjaccessories.com).
2. Any unit that has been tampered with or used for commercial purposes
3. Damage caused by misuse, abuse, negligent handling, failure to perform required maintenance (e.g., failure to keep the well of the motor base clear of food spills and other debris), or damage due to mishandling in transit.
4. Consequential and incidental damages.
5. Defects caused by repair persons not authorized by SharkNinja. These defects include damages caused in the process of shipping, altering, or repairing the SharkNinja product (or any of its parts) when the repair is performed by a repair person not authorized by SharkNinja.
6. Products purchased, used, or operated outside North America.

### **How to get service**

If your appliance fails to operate properly while in use under normal household conditions within the warranty period, visit [ninjakitchen.com/support](http://ninjakitchen.com/support) for product care and maintenance self-help. Our Customer Service Specialists are also available at **1-877-646-5288** to assist with product support and warranty service options, including the possibility of upgrading to our VIP warranty service options for select product categories. So we may better assist you, please register your product online at [registryourninja.com](http://registryourninja.com) and have the product on hand when you call.

SharkNinja will cover the cost for the customer to send in the unit to us for repair or replacement. A fee of \$20.95 (subject to change) will be charged when SharkNinja ships the repaired or replacement unit.

### **How to initiate a warranty claim**

You must call **1-877-646-5288** to initiate a warranty claim. You will need the receipt as proof of purchase. We also ask that you register your product online at [registryourninja.com](http://registryourninja.com) and have the product on hand when you call, so we may better assist you. A Customer Service Specialist will provide you with return and packing instruction information.

### **How state law applies**

This warranty gives you specific legal rights, and you also may have other rights that vary from state to state. Some states do not permit the exclusion or limitation of incidental or consequential damages, so the above may not apply to you.



**SharkNinja Operating LLC**  
**US: Needham, MA 02494**  
**CAN: Ville St-Laurent, QC H4S 1A7**  
**1-877-646-5288**  
**ninjakitchen.com**

Illustrations may differ from actual product. We are constantly striving to improve our products, therefore the specifications contained herein are subject to change without notice.

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See [sharkninja.com/patents](http://sharkninja.com/patents) for more information.

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