

# KitchenAid®

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## **NEW KITCHENAID® COLD BREW COFFEE MAKER MAKES HOME BREWING A BREEZE**

**CHICAGO** (March 18, 2017) – Cold brew coffee lovers can now make their favorite cold brew beverages at home with ease thanks to the new KitchenAid® Cold Brew Coffee Maker. Making its debut today at the International Housewares Show, the new addition to the brand’s popular craft coffee collection brings the high quality taste and experience of coffee shop cold brew into the home.

“Cold brew coffee is an increasingly popular brewing technique known for producing a smooth, rich and full bodied flavor,” said Dan Rellis, Senior Manager of the KitchenAid® Coffee Category. “We’re thrilled to offer coffee enthusiasts a new way to treat themselves to their favorite cold brew coffee beverage in the comfort of their own home.”

The KitchenAid® Cold Brew Coffee Maker’s thoughtful and streamlined design allows for easy home brewing in three simple steps: grind, brew and pour. The model’s no heat brewing method steeps coarsely ground coffee in cold water for 12-24 hours, resulting in a smooth and balanced flavor that can be enjoyed all day. Capable of making up to 28 ounces of concentrate at once (or approximately 14 average single servings), the resulting brew is best enjoyed by combining 2 ounces of coffee concentrate with ice and the option of milk and sweeteners.

Designed with a modern glass brew jar and sleek stainless steel tap, the cold brew coffee maker serves as a stylish addition to any kitchen countertop, while the compact footprint provides an ideal fit for a refrigerator shelf or door for easy dispensing straight from the refrigerator. A reusable stainless steel steeper allows for custom beverage brewing, aided by a fill guideline that take the guesswork out of the process. The easy to clean glass and stainless components help to preserve taste in combination with a fitted lid that ensures freshness of coffee concentrate. A convenient carrying handle allows for easy transport from countertop to refrigerator.

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## NEW KITCHENAID® COLD BREW COFFEE MAKER MAKES HOME BREWING A BREEZE/ Page 2

The KitchenAid® Cold Brew Coffee Maker is available now in stainless steel at a suggested retail price of \$129.99.

Since the introduction of its legendary stand mixer in 1919 and first dishwasher in 1949, KitchenAid has built on the legacy of these icons to create a complete line of products designed for cooks. Today, the KitchenAid brand offers virtually every essential for the well-equipped kitchen with a collection that includes everything from countertop appliances to cookware, ranges to refrigerators, and whisks to wine cellars. Cook for the Cure®, the brand's partnership with Susan G. Komen®, is now in its 15<sup>th</sup> year and has raised over \$10 million to help find a cure for breast cancer. To learn more, visit [KitchenAid.com](http://KitchenAid.com) or join us at [Facebook.com/KitchenAid](https://Facebook.com/KitchenAid) and [Twitter.com/KitchenAidUSA](https://Twitter.com/KitchenAidUSA).

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TO PRESS: To view the KitchenAid International Home + Housewares Show 2017 press kit, please visit: [http://housewares\\_show.vporoom.com/KitchenAid](http://housewares_show.vporoom.com/KitchenAid). To view high resolution product images and view the latest press releases, please visit the KitchenAid online press room at: <http://news.kitchenaid.com/category/press-room/>