

# KitchenAid®

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## KITCHENAID® CRAFT COFFEE LINE BRINGS THE COFFEESHOP EXPERIENCE INTO HOME KITCHENS

**BENTON HARBOR, MI** (March 7, 2015) —KitchenAid continues to bring the coffee house experience into the home with three new additions to its Craft Coffee portfolio: the Siphon Coffee Brewer, Precision Press Coffee Maker and Burr Grinder. Inspired by the careful technique and precision of baristas, the brand’s newly expanded line of brewers offers a range of craft brewing methods celebrated within coffee house culture.

Beginning with the Pour Over Coffee Brewer and Pro Line® Series Espresso Maker and forthcoming new products, consumers can bring a range of barista techniques that deliver nuanced flavors, aromas and expert consistency of a high-end craft coffee house into their kitchens.

“Our product designers spent the past few years extracting lessons from some of the most time-tested and barista-approved brewing methods for craft coffee,” says Brandon Mock, a Product Designer on the KitchenAid® Craft Coffee team. “We then combined this learning with the modern, artful product design that has become the hallmark of the KitchenAid brand.”

The forthcoming KitchenAid® Siphon Coffee Brewer reimagines the theater of classic vacuum pot brewers with modern engineering, simple setup and fewer parts. It combines the richness of total-immersion brewing methods with the clean flavor profile of filter-brewed coffee, all without the need for an actual filter.

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## **KITCHENAID® CRAFT COFFEE LINE BRINGS THE COFFEESHOP EXPERIENCE INTO HOME KITCHENS/Pg. 2**

Another addition to the craft brewing portfolio, the KitchenAid® Precision Press, enhances the classic French press method of brewing with clever features to conveniently brew a rich cup of French press coffee. The integrated timer and weight scale make it easy to measure coffee within the carafe and realize the perfect brew time, producing earthy, rich and flavorful coffee.

Also coming this summer is another essential for creating high-quality craft coffee in the home. The KitchenAid® Burr Grinder will offer precision grinding that provides the first step in creating a consistent cup of rich craft coffee.

Available now, the KitchenAid® Pour Over Coffee Brewer emulates the technique of an expert barista with a pre-infusion stage that pours just enough water to wet the coffee grounds, then pauses long enough to allow the fresh coffee to “exhale” before the final brewing stage. This technique creates the “bloom” that marks a great cup of pour over coffee, without the need to watch, wait and hover over the cup.

The brewer also boasts a carefully designed shower head that fully saturates the fresh grounds, and an intermittent brewing cycle that mimics the natural pauses in a handmade pour over brew. In addition, it features multiple brewing temperature settings calibrated for both light and dark roast coffees, and an adjustable cup setting that optimizes the brew for different batch sizes.

“Our approach is to take classic, proven coffee brewing methods and remove some of the uncertainty, so that coffee lovers can make a barista-quality cup at home,” said Mock. “We’re automating some of the processes that normally leave room for human error.”

He notes that the Pour Over Coffee Brewer has earned a Home Brewer Certification from the Specialty Coffee Association of America, which enforces some of the country’s toughest guidelines on home coffee brewing equipment.

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## **KITCHENAID® CRAFT COFFEE LINE BRINGS THE COFFEESHOP EXPERIENCE INTO HOME KITCHENS/Pg. 3**

“The brand’s craft coffee design team focused their efforts and multiple innovations around one simple mission: to make it easy for people to drink a better cup of coffee in the comfort of their homes,” said KitchenAid Product Design Manager John McConnell. “We’re taking the manual aspects out of craft coffee, which just makes it easier and more accessible for everybody.”

“Good coffee is becoming more prevalent today, much like craft beer,” adds Mock. “And what you’re seeing is that once people are exposed to craft coffee, there’s no turning back.”

Available now, the Pour Over Coffee Brewer retails for \$199.99, and suggested retail price for the Pro Line® Series Espresso Maker is \$1,299.99. The Siphon Coffee Brewer will be available in June at a suggested retail price of \$249.99 and the Burr Grinder will be available in July at a suggested retail price of \$299.99. The Precision Press Coffee Maker will be available in September at a suggested retail price of \$149.99.

To read more about the KitchenAid Craft Coffee line of products, visit [KitchenAidCraftCoffee.com](http://KitchenAidCraftCoffee.com).

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 14<sup>th</sup> year and has raised over \$10 million to help find a cure for breast cancer. To learn why chefs choose KitchenAid for their homes more than any other brand\*, 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).

\* Based on a 2014 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals.

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TO PRESS: To view the KitchenAid International Home + Housewares Show 2015 press kit, please visit <https://www.virtualpressoffice.com/kit/KitchenAidHHS2015>. 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/>