

KitchenAid®

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NEW KITCHENAID® SIPHON COFFEE BREWER: COMPLEX FLAVOR AT THE FLIP OF A SWITCH

CHICAGO (March 7, 2015) – Coffee connoisseurs will have a reason to skip the coffee house with the new KitchenAid® Siphon Coffee Brewer, designed to deliver the bright, rich taste of siphon coffee with the convenience of an automated home system. The new KitchenAid® Siphon Coffee Brewer features vacuum technology that fully immerses the grounds in water to create a more complex flavor profile.

“Making siphon-brewed coffee by hand is a complicated process requiring precise timing and frequent temperature adjustments over an open flame,” said Beth Robinson, senior manager of brand experience for KitchenAid. “Our new brewer eliminates this tedious process with simple setup and fewer parts, while maintaining the unmistakable flavors of siphon-brewed coffee.”

The new brewer uses vapor pressure to create a vacuum and draw hot water from the carafe, up through a stainless steel siphon tube, and into the upper brew unit. Here, the grounds are fully immersed and evenly saturated with hot water, extracting the coffee’s full range of flavors. When the brewing temperature is reached, the heat turns off and vacuum is lost, causing the freshly brewed coffee to stream down through a reusable stainless steel mesh filter and empty back into the carafe.

“Despite its ease of use, the brewer provides coffee lovers with a rich sensory experience,” said Robinson. “Watching the brew method, enjoying its complex aromas and tasting the end product make for a very satisfying ritual.”

The brewer is constructed of premium glass with stainless steel accents. An included reusable stainless steel filter is simple to clean and eliminates the waste disposable filters create. A strong magnetic interlock system secures the top and bottom carafes together to ensure a tight seal for brewing, while a dual-purpose lid sits on top of the unit during brewing and can then be conveniently attached to the carafe for pouring. An angled cleaning brush makes the unit easy to clean between uses.

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Available this June, the KitchenAid® Siphon Coffee Brewer will be available in Onyx Black, Silver and Slate at a suggested retail price of \$249.99.

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 14th 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 or join us at Facebook.com/KitchenAid and 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/KitchenAidIHHS2015>. 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/>