

# KitchenAid®

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## NEW KITCHENAID® COFFEE MAKER BRINGS THE BARISTA HOME

**CHICAGO** (March 15, 2014) – KitchenAid has raised the humble coffee maker to another level with a new countertop model that automatically delivers the nuanced flavors normally associated with the more labor intensive manual pour over method. The new KitchenAid® Pour Over Coffee Brewer, scheduled for availability this summer, features automatic pour over brew technology that staggers water flow to fully optimize flavor extraction.

“Manual, pour over style coffee making is a process that is becoming increasingly popular among coffee aficionados, and for a good reason,” says Beth Robinson, senior brand experience manager for KitchenAid. “Our new coffee maker automatically simulates that method to extract even the most subtle flavors that make for a properly brewed cup of coffee.”

Rather than heating the water from the tank in increments as standard coffee makers do, the Pour Over Coffee Brewer features an advanced system that heats all of the water in the tank to 200° prior to releasing it into the brew basket. A timed release of the water evenly saturates the grounds, while a thoughtfully located water tank close to the brew basket minimizes heat loss. By intermittently pouring and pausing the water flow over the coffee grounds, just as a trained barista would, this new model extracts flavors at a more finely calibrated pace than traditional coffee makers.

“Having the water at the right temperature and allowing coffee grounds to bloom and become preinfused or saturated before brewing, mimics the manual pour over process that results in such a flavorful cup of coffee,” says Robinson.

Additional features on the new model that coffee lovers will appreciate include the option of a medium or dark roast setting, which adjusts the brewing temperature slightly higher or lower to get desired results. A cup selector allows for a specific number of cups to be brewed conveniently, reserving the remaining water in the tank for future use. An easy to read digital display includes Heating, Pouring, Steeping and Enjoy indicators to bring the brewing process to life.

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Scheduled to be available this August, the new KitchenAid® Pour Over Coffee Brewer will be available in Contour Silver, Empire Red and Onyx Black at a suggested retail price of \$229.99.

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 for the Cure®, is now in its 13<sup>th</sup> year and has raised over \$9 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 2012 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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