

KitchenAid®

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NEW KITCHENAID® POUR OVER COFFEE BREWER EARNS HOME BREWER CERTIFICATION FROM THE SPECIALTY COFFEE ASSOCIATION OF AMERICA

BENTON HARBOR, Mich. (August 18, 2014) – The new KitchenAid® Pour Over Coffee Brewer, engineered with input from baristas and other industry experts to automatically simulate the manual, pour over method of brewing coffee, has earned the Home Brewer certification from the Specialty Coffee Association of America (SCAA).

“We set out to build a coffee maker that far exceeds the average drip model with the ability to produce a nuanced, flavorful cup of coffee that satisfies even the most discerning coffee aficionados,” notes Derek Ernst, Global Marketing Director for KitchenAid small appliances. “We’re thrilled that our Pour Over Coffee Brewer has met the rigorous standards required by this world renowned organization to earn a place on its short list of SCAA Certified Brewers.”

Unlike drip coffee makers that continuously flood the brew basket, the KitchenAid® Pour Over Coffee Brewer precisely heats and pulses the flow of water, steeping in the same manner as the manual pour over process, allowing the grounds to bloom for the appropriate amount of time and at the optimal temperature range of 200°F. The thoughtfully located water tank close to the brew basket helps minimize heat loss.

Additional features on the new model that coffee lovers will appreciate include one-touch medium and dark roast settings, which adjusts the brewing temperatures higher and lower to accommodate different roasts. A cup selector ranging from two to eight cups allows for a specific serving size to be selected while reserving the remaining water in the tank for future use. An intuitive brew progress bar on the visual display indicates points in the brewing process including heating the water, pouring over the grounds and steeping.

“We congratulate KitchenAid for making our short list of SCAA Certified Home Brewers,” notes Emma Bladyka, SCAA’s coffee science manager. “Qualifying for this certification requires meeting rigorous technical requirements based on decades of industry knowledge, ensuring that these machines are the best of modern coffee technology.”

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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.

About KitchenAid:

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 13th year and has raised over \$9.5 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.

About SCAA:

The Specialty Coffee Association of America (SCAA) is a non-profit trade organization and the world recognized leader in coffee knowledge development. With over 12,000 members located in more than 40 countries, including member companies and their employees, SCAA members represent every segment of the specialty coffee industry, including producers, roasters, importers/exporters, retailers, manufacturers, baristas and other industry professionals. For over 30 years, the SCAA has been dedicated to creating a vibrant specialty coffee community, recognizing, developing and promoting specialty coffee by setting and maintaining quality standards for the industry; conducting research on coffee consumption, brewing and perfection of craft; and providing education, training, resources and business services for its members. Visit www.scaa.org.

* 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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