

# KitchenAid®

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## **NEW KITCHENAID® PRECISION PRESS COFFEE MAKER BRINGS THE BARISTA HOME**

**CHICAGO** (March 7, 2015) – KitchenAid is expanding its platform of craft coffee brewers with the introduction of a new Precision Press Coffee Maker that delivers the exceptional flavors of traditional French press coffee through a simplified brew process. Making its debut today at the International Housewares Show, the Precision Press has been named a finalist in the Kitchen Electrics category of the show’s prestigious Innovation Awards.

Equipped with an integrated scale and timer, the Precision Press refines the classic brew method by measuring coffee and water by weight instead of volume, a method favored by professional baristas for maximizing complex coffee flavors.

“French press is a popular coffee brewing technique known for resulting in rich, full bodied flavor,” notes Beth Robinson, senior brand experience manager for KitchenAid. “The features built into this new coffee maker help optimize flavor without requiring the skills or tools of a barista.”

The Precision Press follows the same method as traditional French press and improves upon it with features that streamline the technique of brewing consistent French press coffee. An integrated scale simplifies the process of determining the proper ratio of water and grounds without having a separate scale. The timer and digital display incorporated into the handle provide a quick and convenient read of steep time.

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Once measured grounds are placed at the bottom of the carafe, near-boiling water is poured slowly over the grounds and the user presses the integrated timer to begin timing the brew process. When completed, the plunger is slowly pressed down, pushing the coffee grounds to the bottom, and leaving brewed, ready-to-drink coffee in the upper portion of the carafe.

Designed with dual wall stainless steel construction, the 30 ounce carafe provides optimal heat retention for liquids, compared to traditional French press glass carafes. Its cordless design allows for easy cleaning and reduced countertop clutter. Two AAA batteries are included to power the integrated scale and timer.

The Precision Press Coffee Maker is finished in polished stainless steel and will be available in September at a suggested retail price of \$149.99.

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 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/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/>