

THE KITCHENAID POUR OVER COFFEE BREWER

An innovative brewing system for a richer flavour



HAMBURG, FEBRUARY 2015. For pour over coffee enthusiasts, KitchenAid has developed an innovative coffee brewer. It combines the benefits of traditional coffee machines and manual brewing into a novel brewing process for fuller-bodied coffee. The top mounted water tank allows the water to flow directly into the brew basket for a continuous, hot flow. In addition, a special pattern of seven openings whirls the water for maximum flavour extraction and uniform wetting of the grounds.

The new KitchenAid Pour Over Coffee Brewer impresses with its classic design and simple technology. Automated technology and programmability let you start the brew cycle at any time of day. This allows you to enjoy freshly brewed coffee first thing in the morning after programming the brewer the night before.

The coffee is brewed at optimal temperature, meeting every amateur barista's and coffee connoisseur's expectations. The top mounted water tank releases 93°C hot water into the brew basket to give you fully infused flavour time after time. Thanks to the short distance the water has to travel, it has no opportunity to cool down. A progress bar keeps you informed on the status of the brewing cycle – from heating the water and wetting the grounds to the final brew itself. As coffee roasts can differ, you can select between medium and dark roast; this way, you can experience all of the subtle flavours of these different roasts.





The glass carafe is dishwasher-safe and has a capacity of 1.18 L – enough for two to eight cups of coffee that taste like a manual brew. So you can enjoy your coffee a little longer, the KitchenAid Pour Over Coffee Brewer has a warming plate to preheat the carafe and keep your coffee warm for up to 30 minutes without overheating.

KitchenAid – Serious About Food

Price:

KitchenAid Pour Over Coffee Brewer: Empire Red, Onyx Black, Almond Cream, Contour Silver from €229, available November 2014

Contact: Janne Freygang

Email: Janne.freygang@blume-pr.de

Tel: +49 40 870 893-50

www.KitchenAid.co.uk