

# KitchenAid®

**TORONTO** (August 1, 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 at the International Housewares Show this past March, 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. 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.

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.