

KitchenAid®

KitchenAid India brings Craft Coffee Experience into Home Kitchens

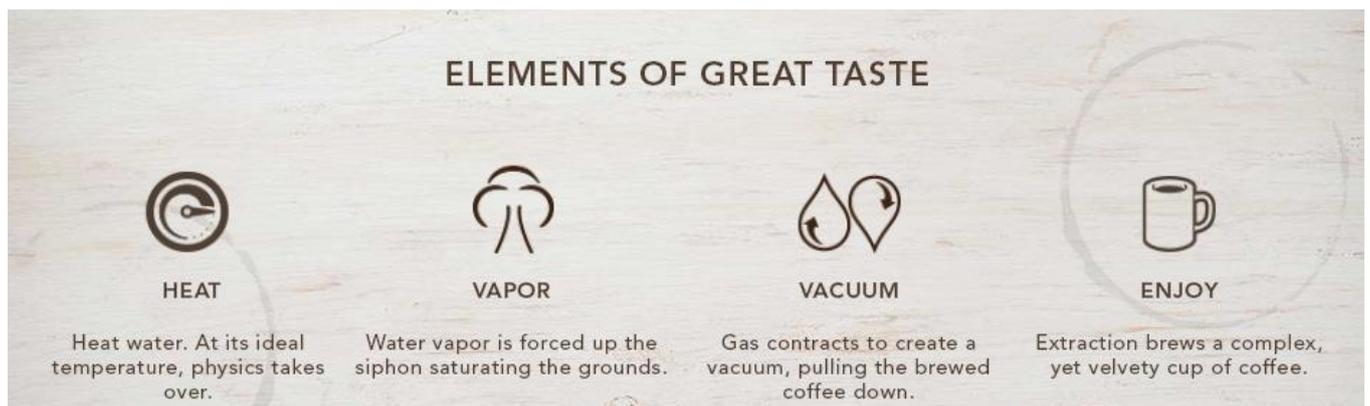
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Launches the Siphon Coffee Brewer and Pour Over Coffee Brewer



New Delhi, January 19, 2017 — **KitchenAid** India continues to revolutionize the Indian Kitchen with launch of its new Craft Coffee line. One can bring the coffee house experience into their homes with two new additions to its coffee portfolio; The Siphon Coffee Brewer and The Pour Over Coffee Brewer.

Inspired by the careful technique and precision of baristas, the brand's newly expanded line of brewers offers a range of craft brewing methods celebrated within coffee house culture. Consumers can bring a range of barista techniques that deliver enhanced flavors, aromas and expert consistency of a high-end craft coffee house into their kitchens.

Speaking at the launch, Sachin Phartiyal- Director, SAARC, KitchenAid- Small Appliances, said, "India has always been a coffee drinking country but over the year's consumers and coffee drinkers both have moved on to speciality and craft coffee. With so many niche and homegrown coffee brands mushrooming all over the country, we felt its the right time to launch our range of craft coffee products. Our aim is that coffee lovers can make barista-quality coffee at home without the uncertainty of a great cup of coffee every time. Just like craft beer, good coffee is becoming more prevalent today and therefore we saw a huge gap wherein there is a dearth of good home brewing coffee appliance brand".



KitchenAid® Siphon Coffee Brewer

The KitchenAid® Siphon Coffee Brewer re-imagines the theater of classic vacuum pot brewers with modern engineering, simple setup and fewer parts. It combines the richness of total-immersion brewing methods with the clean flavor profile of filter-brewed coffee, all without the need for an actual filter. The brewer is constructed of premium glass with stainless steel accents. An included reusable stainless steel filter is simple to clean and eliminates the waste disposable filters create. A strong magnetic interlock system secures the top and bottom carafes together to ensure a tight seal for brewing, while a dual-purpose lid sits on top of the unit during brewing and can then be conveniently attached to the carafe for pouring. An angled cleaning brush makes the unit easy to clean between uses.



Features and Benefits:

Automated Full Immersion Siphon Brewing



Through precise temperature and vacuum technology.

Brew Unit Stand



Securely holds the brew unit in place once brewing is complete.

Premium Glass Construction



With stainless steel accents.

Magnetic Locking Seal



Securely fastens the brew unit and carafe together.

Large 1 L Capacity



Brews up to 8 cups at a time

Reusable Filters



Stainless steel filter is easy to rinse clean and no disposable filters required. A cloth filter is also included for a lighter body cup of coffee

Cleaning Brush & Coffee Scoop



In one multifunctional tool.

Carafe with soft-touch handle and on/off switch with white LED-on-indicator light



Carafe has markings on the side and is made out of premium glass. The carafe neck is wider than most manual siphon coffee necks, making cleaning easier.

Cord Wrap



For convenient storage.



The brewer is priced at Rs. 12,990.00 and is available in Onyx Black at select stores and at [KitchenAid.in](https://www.kitchenaid.in)

KitchenAid® Pour Over Coffee Brewer

The KitchenAid® Pour Over Coffee Brewer emulates the technique of an expert barista with a pre-infusion stage that pours just enough water to wet the coffee grounds, then pauses long enough to allow the fresh coffee to “exhale” before the final brewing stage. This technique creates the “bloom” that marks a great cup of pour over coffee, without the need to watch, wait and hover over the cup. The brewer also boasts a carefully designed shower head that fully saturates the fresh grounds, and an intermittent brewing cycle that mimics the natural pauses in a handmade pour over brew. In addition, it features multiple brewing temperature settings calibrated for both light and dark roast coffees, and an adjustable cup setting that optimizes the brew for different batch sizes.



*The Pour Over Coffee Brewer has earned a Home Brewer Certification from the Specialty Coffee Association of America, which enforces some of the country's toughest guidelines on home coffee brewing equipment.

Features and Benefits:

Automated Pour Over Coffee Technology



Mimics the manual pour over process delivering consistent infused flavor without the manual effort.

Unique Heating Technology



Heats the water to the optimal range of 100°C at the top of the brewer and therefore minimizes heat loss during the extraction process.

24 Hour Programmability



Ensures that coffee can be ready at a precise time, day or night.

Flavour Profile



Mimics barista craftsmanship of gentle pour over extraction for a clean and bright cup of coffee.

Progress Bar



Displays each step of the brewing process, from heating the water, to pouring over the coffee and then steeping.

Roast Selector



With one touch medium and dark roast settings that allow you to taste all the subtleties and flavor within these different roasts.

1.18 L Cup Selector



To select 2-8 cups of true pour-over style coffee.

Brew Basket Clip



Holds filter in place and provides specific dosage recommendation for desired number of cups.

Cord Wrap



For convenient storage.



The brewer is priced at Rs. 14,990.00 and is available in Onyx Black at select stores and at [KitchenAid.in](https://www.kitchenaid.in)

About KitchenAid India:

Since the introduction of its legendary stand mixer in 1919, 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, sturdy bakeware or even innovative kitchen tools. All KitchenAid appliances are synonymous with fine craftsmanship, durability, the finest materials, robustness and painstaking attention to detail. It came into being in 1919 and was acquired by Whirlpool Corporation in 1986. The brand launched in India in October, 2013 and nourishing India's culinary passion ever since. To know more about KitchenAid India, visit or join us at:



* 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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