

## TWO NEW COFFEE MACHINES FROM MIELE OFFER MORE OPTIONS, EVEN GREATER CONVENIENCE – AND A UNIQUE RANGE OF CHOICE

*CM5300 and CM7750 models complete the Miele countertop coffee lineup for a full spectrum of offerings for every coffee and tea drinker*

**Princeton, NJ** – At KBIS, Miele, the largest family-owned luxury appliance manufacturer will be launching two countertop coffee lines to round out their offerings. Customers will be able to choose from three different classes, CM5, CM6 and CM7, based on the machine that best fits their needs. Further complementing their coffee systems, Miele launched Miele Black Edition N°1 Coffee, their own exclusive whole bean blend.

### **CM5300**

The CM5300 will launch on March 4th for \$1,499 in black and grey and will feature the Miele unique technology including OneTouch or OneTouch for Two. The units also offer easy cleaning with maintenance programs and dishwasher-safe components. Users will be able to enjoy brewing specialties like espresso, long coffee, or café latte that come standard.



### **CM7750**

The CM7750 upon launch will serve as Miele's new flagship model in its range of countertop coffee machines. The CM7750 CoffeeSelect offers several useful features unique to Miele and includes its exclusive CoffeeSelect function, making it possible to select from three different bean types at the touch of a button. A conical grinder made from stainless steel grinds exceedingly quietly and gently, without leaving any residue behind. Furthermore, the CM7 from Miele is the only countertop coffee machine with AutoDescal, a fully automatic self-descale program, and CupSensor which uses sensors to automatically adjust the height of the spout to the size of the cup, glass or mug.

The new and improved C Touch display, a smaller version of the company's M Touch control panel, allows the user to select from sixteen different specialty coffees, ranging from Coffee Crema, Espresso, Cappuccino or Latte Macchiato through to beverages common in other countries such as Long Black or Flat White. Added to this, there is also hot water at various temperatures for making tea.

To enhance the overall user experience, this unit features a heated cup rest area. Miele also allows for 10 programmable user profiles in all of their coffee systems, allowing each user to create their perfect drink by specifying the amount of coffee, water, milk, milk froth, and water temperature.

With the CM7750, it is easy to brew your favorite cup from anywhere. Using your smart phone and the Miele@mobile app, you can start your preferred program at any time so your beverage is waiting for you to retrieve it. Also using the app, the user can simply place an order to replenish beans and detergents, check the appliance's maintenance status and view the availability of software updates.



The Miele CM7750 will launch in the summer of 2019 for \$4,999.

### **Miele Black Edition coffee**

To match its coffee systems, Miele has provided customers with its own exclusive blend of coffee beans under the Miele Black Edition N°1 label. In the summer of 2019, the Black Edition N°1 coffee will undergo a name change to “One for all” and Miele will launch three additional options including Café Crema, Espresso and Decaf. All roasts are made exclusively for Miele by Vollmer, a family owned roaster in Germany. The beans are Fairtrade and USDA Organic certified Arabica beans and roasted for longer at a lower temperature – similar to slow cooking – creating the flavor you want and to avoid burning. A team of experts consisting of coffee roasters, acclaimed baristas and Miele technicians have worked out sets of recommended settings such as coffee and water quantities, temperatures, pre-brewing and fineness of grind for the various blends of the Black Edition. With these settings, which are provided with each Miele coffee machine, customers can enjoy their favorite coffee immediately and without any trial and error.

From March 1st to May 31st Miele is offering 4 complimentary bags of Black Edition N°1 coffee beans with the purchase of a built-in or countertop coffee system. Applicable models include CVA 6401, CVA 6405, CVA 6800, CVA 6805, CM 6150, CM 6350, CM 5300. Submission deadline to redeem is August 31, 2019.

### **About Miele**

Founded in Germany in 1899 with a single promise of Immer Besser, a phrase meaning Forever Better, Miele is the world's leading manufacturer of premium domestic appliances with more than 20,100 employees, 12 production facilities and representation in nearly 100 countries. As a premium appliance brand represented on all continents, Miele is steadfastly committed to the highest quality, performance and environmental standards. Miele's range of exceptional consumer appliances includes: vacuum cleaners; laundry systems; rotary irons; dishwashers; ranges; built-in convection, speed, steam and combi-steam ovens; cooktops; ventilation hoods; refrigeration; wine storage and espresso/coffee systems.

To learn more, visit [www.mieleusa.com](http://www.mieleusa.com) or [www.youtube.com/mieleus](http://www.youtube.com/mieleus), and follow us on [www.facebook.com/mieleus](http://www.facebook.com/mieleus) and Instagram @MieleUSA.

Contact:

Monique Robinson

[800.843.7231 x 2513](tel:800.843.7231)

[mielepr@mieleusa.com](mailto:mielepr@mieleusa.com)

###