



**FOR IMMEDIATE RELEASE**

## **New SCA Certified Home Brewer: Café Specialty Grind and Brew Coffee Maker**

**SEPTEMBER 15, 2023** — The Specialty Coffee Association (SCA) is delighted to announce that the Café Specialty Grind and Brew Coffee Maker has been awarded the SCA Certified Home Brewer mark. In a crowded and competitive market, the SCA Certified Home Brewer mark helps consumers find and choose the best coffee makers, backed by the science and experience of the Specialty Coffee Association.

SCA Certified Home Brewers have been thoroughly tested in the laboratory and must meet the SCA's quality standards for brewing specialty coffee at home, including the SCA Golden Cup Standard.

### **Café Specialty Grind and Brew Coffee Maker Features:**

- Created to reflect your personal style through show-stopping design while making the highest quality cup.
- Not only does this design brew an exceptional cup of coffee that meets the Gold Cup Standard, but it is also the only certified grind and brew coffeemaker to meet the standards of the Specialty Coffee Association.
- Convenient single serve coffee has never been this fresh. Conveniently brew the perfect amount of freshly ground, bean-to-cup coffee directly into your travel mug without using wasteful pods or having to brew an entire pot.
- This sophisticated design is Wi-Fi-enabled and works seamlessly with the SmartHQ mobile app for added customization features.

"From a full pot to single serve at the perfect temperature, we designed this Café grind and brew with beautiful finishes that look as good on the counter as they do on your breakfast table," said Lauren Platts, Product Senior Manager at GE Appliances.

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## Notes to Editors

- Download photos [here](#)
- Find more information about the SCA Certified Home Brewer Program [here](#)

## About the Specialty Coffee Association

The SCA is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. From coffee farmers to baristas and roasters, our membership spans the globe, encompassing every element of the coffee value chain. The SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building an industry that is fair, sustainable, and nurturing for all, the SCA draws on years of insights and inspiration from the specialty coffee community. Learn more at [sca.coffee](http://sca.coffee).

## About GE Appliances

At GE Appliances, our team is committed to leading in the communities where we live and work. Today, our appliances are in 50 percent of all U.S. homes, and our business is committed to serving every family in the country. We are a purpose-rooted and passion-driven organization that believes there is always a better way. We manufacture and sell products under the Monogram®, Café™, GE Profile™, GE®, Haier, and Hotpoint brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners and water filtration systems. For more information on our company, brands, and corporate citizenship, visit [geappliancesco.com](http://geappliancesco.com).

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