

PRESS RELEASE

Bean there with Miele

11 October 2014, Johannesburg: Miele's two new free-standing, automatic, bean-to-cup Barista coffee machines – the CM6110 and the CM6310 – turns the coffee making ritual into one of life's little pleasures. Both models are so good at making coffee that they will no doubt prove an indispensable appliance in the kitchen of any coffee connoisseur – producing perfect cups of coffee year after year.

These new CM6 countertop coffee machines are able to prepare espresso, coffee, cappuccino, latte macchiato and now ristretto at the touch of a single button. They are also extremely easy to clean and will captivate with their simple elegance and streamlined aesthetic. Says Mercia de Jager from Miele: "Enjoying coffee is one of life's pleasures – and a great passion for Miele. And this is why we have made even more improvements to our coffee machines: for more aromatic coffee, even easier operation and choices, and an even more attractive look. The new Miele CM6 series unites the very best in coffee enjoyment with a classic appliance design. Savor your favourite coffee that is perfectly prepared with Miele – easy, quick and infinitely delicious."

The new models boast a multitude of desirable, state-of-the-art features, which include:

The One Touch for Two feature: One special feature on the new countertop coffee makers from Miele is the "One Touch for Two" function. This simultaneously delivers two cups of a given type of coffee by simply pressing one button.

The AromaticSystem: In order to extract the entire goodness out of coffee beans, Miele has equipped these new models with its tried-and-tested dynamic brew unit – the AromaticSystem. The chamber at the heart of this feature expands as water enters, allowing greater space in which ground coffee and water can blend, resulting in a more intensive aroma.

Customisable Preferences: You can change everything about the coffee to suit your particular taste – from the coarseness of the coffee grinding and water temperature, to how much espresso, milk and froth is added to each drink – and then save all your favourite settings. If there are several coffee connoisseurs in the family, you can fully customise your preferences, such as pre-brewing, grind quantity, temperature and delivered quantity. These preferences can be saved in up to 4 different user profiles for each beverage.

Built-in Cappuccinatore: Rather than having to froth milk in a jug yourself, all you need to do is to simply drop a hose into a milk container and press a button for instant cappuccinos.

Simple functionality: Use of the new coffee makers is self-explanatory as each type of drink has its own symbol on the control panel. To deliver double the quantity, simply press the relevant button a second time. Other settings, such as the pre-brew option, the fineness of the grind, ground quantity and the temperature can be changed individually at all times.

Height-adjustable central spout: The central spout adjusts easily to the height of the cup below. Adjustments range from 8cm to 14cm, from an espresso to a latte macchiato glass, ensuring that it can accommodate virtually any coffee cup size.

Timer functions: Coffee when you want it – you can programme any CM6 coffee machine to switch-on and switch-off whenever you require. This means that you can wake up to a perfectly brewed cup of coffee, or arrive home to one if you so desire.

Eco Mode: A true energy-saving feature, in Eco Mode, the CM6 coffee machine only heats up automatically just before the preparation process starts. This dramatically reduces energy consumption.

System lock: Safety first - this function prevents unintentional operation, for example by children, ensuring that they can't burn or scald themselves by accidentally or unwittingly turning the coffee machine on.

DirectSensor TFT controls: All functions are presented in a high-quality, razor-sharp TFT display using white characters on a black background. Miele has given the name DirectSensor to this type of user interface, which perfectly matches the fascia's on all the Generation 6000 range of integrated appliances in form and function.

Easy cleaning: Cleaning is always a big issue when it comes to the various types of coffee makers, particularly with regards to the milk residue that is left in the pipework. In this respect, these new models set a shining example of hygiene as the milk lines and the Cappuccinatore are automatically rinsed whenever the machine is switched off. This feature can also be selected manually: simply disconnect the tube from the milk flask and slip the end into the drip tray. The tube is first rinsed with water and then flushed with steam to sterilize it.

Removable brew unit: The brew unit is fully removable for easy cleaning. The drip tray and the coffee grounds container are both dishwasher-proof.

Ground coffee chute: Fast and to your taste – with the built-in and easy accessible ground coffee chute, there's no need to replace beans for a second type of coffee, such as a cup of decaffeinated coffee for example.

Available in black and white: The Miele CM6110 countertop coffee maker is available in Lotus White, while the Miele CM6310 countertop coffee maker is available in Obsidian Black.

Built to last for 20 years: Miele produces products that are of the highest standards in terms of quality materials and craftsmanship, durability and reliability. All Miele appliances, including the CM6 coffee machines, must endure a 10 000-hour endurance test, which equates to a lifespan of 20 years in order to proudly carry the Miele name.

The high-end model - the CM6310 - has the following additional features:

- **Stainless-steel milk flask included:** It comes with an insulated milk flask that keeps milk cool for up to 12 hours, so you won't have to keep topping it up throughout the day.
- **Button and cup lighting:** The control on the machine light up and there is a light that illuminates the cup as well, for easy functionality and unobtrusive operation.
- **Cup heating:** The cup heating rack on this model keeps cups warm prior to serving coffee, stopping your drinks from going cold too quickly, and even has a timer so that you can get the cups warmed up before you come downstairs in the morning.
- **Hot water delivery:** No need to boil a kettle every time you need boiling water – your CM6310 can deliver it to you directly, for the perfect cup of tea or Rooibos.
- **Ringtones**

Christmas promotion

From October to December 2014, Miele is running a Christmas promotion on all CM6 models – if you purchase any CM6 model, you will receive a free Miele toy coffee machine that offers a variety of realistic functions. The toy version produces convincing sounds similar to the real thing, it boasts a functioning water tank for dispensing water, and it comes with its own espresso cup. Of course, there is no heating, so it is entirely safe for children of all ages to play with it.

The Miele CM6110 in Lotus White is set to retail for R16 999,00 (prices may vary closer to the time of the launch due to the fluctuation of the Rand).
(All prices strictly as at October 2014. While stocks last. E and OE.)

The Miele CM6310 in Obsidian Back is set to retail for R24 999, 00 (prices may vary closer to the time of the launch due to the fluctuation of the Rand).
(All prices strictly as at October 2014. While stocks last. E and OE.)

For more information or to find a retailer closest to you, visit www.miele.co.za.

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