

PRESS RELEASE

Miele's CM5 entry-line freestanding coffee machines hit the market

Two cool colours, compact dimensions, an attractive price point, and, naturally, the convenience familiar from Miele are the salient features of the new CM5 countertop coffee machines. Miele has also launched its own coffee beans that will delight the tastebuds of the most devoted coffee aficionados.

12 December 2017, Johannesburg: "The new CM5 models profit from the same tried-and-tested technology as their higher-priced sister models," says Mercia de Jager from Miele South Africa. The new entry-line series masters favourite coffee specialities, from a single ristretto to two caffè lattes, which is achievable with a single touch of a button with Miele's OneTouch for Two technology. It goes without saying that individual parameters, such as water volume and grind quantity, temperature and pre-brewing, can be adjusted to suit personal preferences. The coffee pot function is highly practical, allowing between three and six cups to be delivered into a thermos flask.

The route to a favourite beverage is made simple and intuitively through the use of sensor pushbuttons. The same applies to automatic cleaning programmes – for example the CM5's ability to rinse milk lines with water from the on-board tank. Similarly practical and uncomplicated is the removable brew unit that can be quickly and easily cleaned under running water.

Broad lineup comprising two model ranges

The CM5 is available in two versions – the CM 5300 in always fashionable Obsidian Black, and the CM5500, which comes with an oh-so-trendy Rose Gold lacquered front. In comparison to models from Miele's CM6 and CM7 freestanding coffee ranges, the CM5 appears more compact and is, in fact, somewhat slimmer – boasting dimensions of 241mm (W) x 360mm (H) x 460mm (D).

With its current portfolio, Miele now offers countertop coffee machines in three sizes, each available with varying degrees of convenience. "If we take all three model ranges together with their optional features and colours, Miele customers are able to choose from a variety of different models, so there is something for everybody," says Mercia. Prices start at R17 999,00 for the basic CM 5300 unit, through to R39 999,00 for the high-end model from the CM 7300 range. Freestanding coffee machines in Miele's mid-range CM6 series start from R26 999,00.

Exclusive coffee for uncompromising pleasure

As from January 2018, Miele will also offer its own blend of coffee for coffee machines. Black Edition N°1 is a well-balanced blend of four Arabica beans, naturally biological and fair-trade. The beans are roasted and blended exclusively for Miele by a private German roastery. As a special service, Miele

includes a set of recommendations for machine settings which are specially selected for the Black Edition N°1 with each machine – for uncompromising pleasure.

Standout features of the CM5 range

Eco Mode: In the Eco mode, to conserve energy, the coffee machine does not heat up until just before the first beverage serving. The Eco mode is a freely selectable optional function and can be activated or deactivated via the basic settings.

Easy cleaning in the dishwasher: The ComfortClean system makes hygiene very easy. Many of the coffee machine parts, such as for example, the water container and the waste container can be easily cleaned in the dishwasher. This contributes significantly to maintaining the value of the appliance.

Easily removable brewing unit: The brewing component is the "heart" of automatic coffee preparation. It can be removed and cleaned easily. This ensures a hygienic brew unit as well as consistently high coffee quality and the longevity of the machine.

Conical grinding mill: To ensure the best coffee aroma, Miele fits only the best grinding systems in its coffee machines. The conical grinding unit made from high-quality, non-abrasive steel grinds the coffee beans in a special flavour-preserving way. This results in even and precise grinding of the coffee beans.

Aromatic system: More room for more taste. The brew chamber of Miele coffee machines expands when water flows in. The ground coffee is mixed very thoroughly with the water and the coffee aroma can unfold even better. You can look forward to enjoying wonderfully aromatic coffee.

Individual settings to store your taste preferences: The preparation parameters can be set individually, depending on the type of coffee and flavour intensity: Grinder setting, amount of coffee, brewing temperature, pre-brewing, as well as amount of water. That's how you ensure perfect flavour for your coffee speciality from every type of coffee, every roast. That's how you always get the best flavour for every coffee beverage.

Low noise level: Miele coffee machines grind coffee particularly quietly with low noise levels and always dispense perfect results.

One Touch and One Touch for Two: All bean-to-cup coffee machines are equipped with the new OneTouch for Two function as well as with the already familiar OneTouch feature. This function allows you to make two delicious coffee specialities at the same time by simply touching a button. The programme starts automatically. Because preparation takes less time, you have more time doing other fun things.

Ground coffee drawer: In addition to the bean container, Miele bean-to-cup coffee machines also have a drawer for ground coffee. You can use this to make a second type of coffee using ready ground coffee.

Coffee and tea pot function:

Prepare several cups one after the other: When you have visitors: At the touch of a button, the CM coffee machines dispenses up to 8 cups of coffee or water for tea, one after the other into a coffee or tea pot placed under the spout. Making the chore of serving a lot of people coffee at the same time a breeze.

System lock at the touch of a button: The system lock can be set at the touch of a button. The appliance is then protected from inadvertent operation, e.g. by children.

Low noise levels: Miele coffee machines grind coffee particularly quietly with low noise levels and always dispense perfect results.

Individual settings to store your taste preferences: Unique to the CM coffee machines, the preparation parameters can be set individually, depending on the type of coffee and flavour intensity: grinder setting, amount of coffee, brewing temperature, pre-brewing, as well as amount of water. That's how you ensure perfect flavour for your coffee speciality from every type of coffee, every roast. That's how you always get the best flavour for every coffee beverage.

User profiles: Save your favourite drinks as one of your favourite by saving it under user profiles – and let your Miele CM5500 coffee machine greet you with a personal touch. The user profile stores all parameters for your favourite drink: Amount of ground coffee, water temperature and amount as well as preparation of milk, if applicable. For customised coffee enjoyment.

- *The Miele CM5300 Freestanding Coffee Machine in Obsidian Black retails for R17 999,00.*
- *The Miele CM5500 Freestanding Coffee Machine in Rose Gold retails for R19 999,00.*
- *Miele's Black Edition N°1 coffee beans retail for R649.00 for 1KG (available January 2018).*

(Prices as at December 2017.)

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Released on behalf of Miele (www.miele.co.za) by The Line (www.theline.co.za).