



FOR IMMEDIATE RELEASE

Braun's MultiServe Coffee Maker Awarded SCA Home Brewer Certification

November 18, 2019— The Specialty Coffee Association (SCA) has announced that the Braun MultiServe Coffee Maker has been awarded the SCA's Certified Home Brewer mark. Certified Home Brewers are tested at the UC Davis Coffee Center's laboratories to meet the SCA's quality standards for brewing specialty coffee at home. The newly certified models of the Braun MultiServe Coffee Maker include the KF9050BK, KF9070SI, KF9150WH, KF9150BK, and KF9170SI.

With a longstanding history of crafting quality coffee machines, the Braun MultiServe Coffee Maker represents the next evolution in drip coffee. From single serve to multi-serve and everything in between, the Braun MultiServe easily adapts to users' ever-changing needs and coffee preferences. The *ExactBrew System* delivers consistent, optimal brewing with every cup, automatically calculating the precise water flow, temperature and speed.

De'Longhi Group North America President and CEO Mike Prager said, "We are honored to have earned the SCA Home Brewer Certification for the Braun MultiServe coffee maker. At De'Longhi and Braun, pride in our newest innovations are a direct response to consumers' growing desire for a higher quality, premium, fresh coffee experience whether it be for one cup or a full carafe. The MultiServe is the perfect example of this approach as we continue to position ourselves as the category leader in high quality coffee machines. The SCA certification offers a true 'Gold Standard' in the quality coffee consumers get from the MultiServe which aligns with our commitment to offer the best quality brew possible."

The Braun MultiServe Coffee Maker passed the SCA's rigorous tests in a variety of categories including brew basket volume, brewing time and temperature, beverage strength and extraction, uniformity of performance and extraction, beverage clarity, among others.

SCA Chief Research Officer Peter Giuliano said, "De'Longhi and Braun are two brands known for their excellence in design and engineering and the SCA Certified Home Brewer mark is a testament to their commitment to creating high quality coffee equipment. We are delighted to welcome the Braun MultiServe Coffee Maker to the SCA Certified family."

More information on the Braun MultiServe Coffee Maker is available on the [Braun website](#). To learn more about the SCA's Certified Home Brewer Program, visit the SCA website at sca.coffee/scacertified.

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Resources

- [Photo Kit: Braun MultiServe Coffee Maker](#)
- [Photo Kit: CHBP logo and other promotional images](#)
- [PDF: CHBP Requirements and Testing Procedure](#)
- [PDF: CHBP Uniformity of Extraction Procedure](#)
- [CHBP website](#)

About the SCA's Certified Home Brewer Program

Coffee consumers are increasingly seeking the specialty coffee shop experience at home. In a crowded and competitive market, the SCA Certified Home Brewer mark helps consumers find and choose the best machines, backed by the science and experience of the Specialty Coffee Association. Developed by coffee scientists and professional tasters, the SCA Certified Home Brewer mark is the most rigorous brewer certification available. Learn more at sca.coffee/scacertified.

About Braun

Founded in Frankfurt, Germany in 1921, develops and manufactures a wide variety of small domestic appliances that marry innovation, thoughtful design and reliability. The global leaders in hand blenders, Braun developed the first hand blender with Smart Speed technology, a simple and intuitive speed control that offers new possibilities in creative cooking. Building on more than 90 years of design and innovation, the brand remains committed to designing products with superior performance that make life easier, more convenient and enjoyable in the kitchen. The De'Longhi Group acquired the perpetual license of the household division in fall 2012. Learn more at www.braunhousehold.com.

About the Specialty Coffee Association

The SCA is a nonprofit 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.

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