

CM5 entry-line model range to hit market in September

## Miele presents new coffee makers for price-conscious connoisseurs

**Gütersloh/Berlin, July 12, 2017 – Five cool colours, compact dimensions and, naturally, the convenience familiar from Miele are the salient features of the new CM5 countertop coffee machines. Add to this an attractive price point of € 799 (RRP) allowing Miele to participate in the competitive price bracket below € 1000 with a convincing proposition. With the new coffee machine models, the product assortment has grown to three model ranges comprising a total of 16 products. In addition to this, the company is offering its customers a high-quality and exclusive blend of coffee.**

'The new CM5 models profit from the same tried-and-tested technology as their higher-priced sister models', says Michael Wolbeck, Product Manager for beverage preparation products at Miele. The new entry-line series masters favourite coffee specialities, from a single ristretto to two caffè lattes (OneTouch for Two). 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 intuitive through the use of sensor pushbuttons. The same applies to automatic cleaning programmes – for example rinsing milk lines with water from the on-board tank. Similarly practical and uncomplicated is the removable brew unit which can be cleaned simply under running water.

### Broad lineup comprising three model ranges

The CM5 is available in two versions starting at an entry-line price point of € 799 (RRP). On the CM 5300, coffee connoisseurs have a choice of colours: Graphite grey, Tayberry red and Obsidian black.

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The range is headed by the CM 5500 with its noble lacquered fronts in Graphite grey PearlFinish and Rosé gold PearlFinish (RRP € 899). In comparison to models from the CM6 and CM7 series, the CM5 appears more compact and is, in fact, somewhat slimmer (machines dimensions W x H x D: 241 mm x 360 mm x 460 mm).

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 between 16 different models', says Michael Wolbeck. Prices start at € 799 for the basic CM 5300 unit through to € 2199 for the high-end model from the CM 7500 range which automatically descales. The mid-range CM6 series is available, depending on the features, for € 999 or € 1199 (RRP).

### **Exclusive coffee for uncompromising pleasure**

Miele offers 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.

(514 words, 3,212 characters including spaces)

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**Company profile:** Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. This line-up is augmented by dishwashers, washer-extractors and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Miele Professional).

The Miele company, founded in 1899, has 8 production plants in Germany as well as one plant each in Austria, the Czech Republic, China and Romania. 2015/16 turnover amounted to approx. EUR 3.71 bn with sales outside Germany accounting for around 70%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries. The Miele

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company, now in the fourth generation of family ownership, employs a workforce of around 19,400, 10,800 thereof in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

**There are two photographs with this text**

**Photo 1:** Miele offers the new CM5 coffee machines in two versions and five colours. (Photo: Miele)

**Photo 2:** Elegant, compact design and offering a range of beverages: The new CM5 series rounds off the range of Miele coffee machines. (Photo: Miele)

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