

**Press Release  
No. 081/2018**

CM7 flagship range further upgraded / Three beans containers for first time /  
Extended range includes Coffee Edition

## **New coffee machine from Miele offers even greater convenience – and a unique range of choice**

**Gütersloh/Berlin, August 29, 2018. – At IFA, the German family-owned company will be launching a new flagship model in its range of countertop coffee machines. Not only does the CM 7750 CoffeeSelect offer no fewer than four useful features which can only be had from Miele, it is now possible for the first time to select from three different bean types at the touch of a button. A new conical grinder made from stainless steel grinds exceedingly quietly and gently, without leaving any residue behind. Furthermore, the CM7 from Miele is the only countertop coffee machine which self-descales and uses sensors to automatically adjust the height of the spout to the size of the cup, glass or mug. And when it comes to coffee, too, the choice has increased, with now four exclusive blends on offer.**

Even previous buyers of a coffee machine from Miele's CM7 model range enjoy a wider range of options than on any other machine on the market: 16 coffee specialities are available, ranging from Coffee Crema, Espresso, Cappuccino or Latte Macchiato through to beverages common in other countries such as Long Black or Flat White. Added to this, there is also hot water at various temperatures for making tea. Now, the patented CoffeeSelect function ensures even greater convenience, flexibility and enjoyment, with three separate beans containers for, say, espresso, a velvety café crema or a decaffeinated variety. The three beans containers have a capacity of 210, 180 and 150 g respectively.

### **Separate blends and fresh coffee thanks to AromaticSystemFresh**

A rotating device below the beans container portions the beans of choice and feeds them through to the grinder. The new conical grinder made from stainless steel is now quieter and preserves aroma better than ceramic grinders. As this is located directly above the brew unit, the selected type of coffee is freshly percolated for each individual cup (AromaticSystemFresh).

When a supply of beans or detergent is depleted, fresh orders can be placed very simply from a smartphone or tablet PC as the CM 7750 CoffeeSelect is WiFi-enabled and can be

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controlled on the fly using the Miele@mobile app.

Alongside the features already mentioned, the CM 7750 Coffee Select has a removable brew unit and automatically cleans milk lines. These benefits are joined by tried-and-tested features such as the programming of up to 10 user profiles via the touch display, LED lighting of the coffee spout recess and the coffee jug function for up to 10 cups in quick succession. New, too, is a TeaTimer function which allows one or two times to be programmed in. Once tea has had enough time to brew, an acoustic signal sounds.

### **Greater variety: Miele Black Edition coffee**

To match its coffee machines, Miele has provided customers with its own exclusive blend of coffee since 2016 under the Miele Black Edition N°1 label. Now, three further blends are to be added to the range. New to the Black Edition are the CAFÉ CREMA, ESPRESSO and DECAF varieties. The previous Black Edition N°1 (in future: ONE FOR ALL) will remain in the range as a well-established all-rounder (see Press Release No. 081a/2018 'Exclusive to Miele: The Black Edition' at a glance). A team of experts consisting of coffee roasters, acclaimed baristas and Miele technicians has worked out sets of recommended settings such as coffee and water quantities, temperatures, pre-brewing and fineness of grind for the various blends of the Black Edition. With these settings, which are provided with each Miele coffee machine, customers can enjoy their favourite coffee immediately and without any trial and error.

All blends are hand-picked and roasted slowly and gently in a drum at low temperature, and 'bio' and fair-traded. Both certificates cover the entire production chain; even Miele is certified as a warehousing agent and trader in bio coffee. The Black Edition will be on sale in Miele Experience Centers and in Miele's online shop ([www.miele-shop.de](http://www.miele-shop.de)).

(645 words, 3,919 characters incl. 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 (Professional Business Unit). The Miele company, founded in 1899, has eight production plants in Germany as well as one plant each in Austria, the Czech Republic, China and Romania. 2017/18 turnover amounted to approx. EUR 4.1 bn with sales outside Germany accounting for 70%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries. The Miele company, now in the fourth generation of family ownership, employs a workforce of around 20,100, 11,200 thereof in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

### **There are three photographs with this text**

**Photo 1:** Coffee or tea? 16 choice coffee specialities and hot water for tea can be prepared at the touch of a button on Miele's CM 7750 CoffeeSelect coffee machine. (Photo: Miele)

**Photo 2:** For a perfect coffee, Miele is introducing the CM 7750 CoffeeSelect offering up to three different blends of coffee in separate beans containers. (Photo: Miele)

**Photo 3:** Miele Black Edition: Four blends of bio coffee, selected to perfectly suit the type of preparation and Miele coffee machines, will bring joy to the hearts of coffee connoisseurs. From left to right: Miele Black Edition ONE FOR ALL; CAFÈ CREMA; ESPRESSO and DECAF. (Photo: Miele)

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