

PRESS RELEASE

The best cuppa in town

Calling all coffee aficionados! Miele has launched its own brand of coffee – Black Edition N°1 – offering clients the best coffee experience that money can buy.

4 July 2019, Johannesburg: Miele's Black Edition N°1 coffee is an exclusive composition of the finest coffee beans – the perfect complement to your Miele coffee machine. In cooperation with the family-run coffee roasting company, Vollmer, four unique Arabica coffee beans were selected for this special blend. The handpicked, hand-sorted and organically-grown coffee beans are carefully treated and gently roasted – allowing their full aroma to unfold during the brewing process. Mercia de Jager from Miele South Africa, says: “The result is typical Miele: better than any other.”

The perfect blend: key to a perfect coffee

The composition of different types of coffee beans, their quality and the right blend ratio are the basis for excellent tasting coffee. For Miele's Black Edition N°1, four types of high-quality Arabica beans were selected from the uplands of South America. Compared with the coffee beans from the Robusta plant, Arabica beans are considered to have a more sophisticated flavour. Says Mercia: “The high quality of the beans, the harvest technology, and the exclusive blend of four types of coffee beans, gives Miele’s coffee a unique appeal.”

The right roasting process is decisive

The unique aroma and flavour of each coffee bean is the result of the roasting process. During the grease-free, dry roasting process up to 800 aromatic substances (contained in the coffee beans) are revitalised. Roasting time influences the moisture, as well as the acidity of the beans. The darker the roast, the less acidity, but the more bitterness and sweetness are released. Temperature development and roasting time therefore influence the aroma and flavour of the coffee beans. This means that the same type of bean can taste differently depending on the parameters of the roasting process.

Mercia adds: “Every palate experiences aromatic notes differently. So it was Miele’s aim to create a coffee that pleases and convinces everyone. Black Edition N°1 is characterised by its soft, silky and creamy aroma. The result is a full-bodied, slightly fruity flavored coffee blend. During the roasting process of Miele's Black Edition N°1, the untreated coffee beans are poured into a pre-heated roasting container. This dries the beans and pre-warms them. Then they are roasted, during which the first aromas begin to develop at approximately 150°C. At the end of the roasting process, the coffee is at least 180°C before it is cooled down.”

18-month freshness guarantee

Good flavour is dependent on storage conditions. To achieve the full aroma of Miele's Black Edition N°1, the coffee beans come in aroma-proof 250g bags - made from composite aluminum foil. As aroma may escape over long storage periods, the roaster recommends using the coffee beans within 18 months of purchase to experience truly delicious coffee.

Fair trade guaranteed

Miele's Black Edition N°1 is certified as a fair trade product. Fair trade certification refers to the coffee beans used. After crude oil, coffee is the world's second most important raw export product. With the purchase of fair trade coffee, Miele is making a valuable contribution towards improving the living and working conditions of coffee grower families in under-developed countries, while also promoting the protection of the environment. Mercia adds: "Miele's coffee originates entirely from one fair trade cooperative. Grown and processed organically and made with only approved substances, Miele's Black Edition N°1 has also earned the USDA Organic Seal."

Appliances and accessories

As with everything that Miele does, the focus is on offering the best possible experience possible – and for coffee lovers, this means not only using the best coffee beans, but it also encompasses using Miele's best-in-market integrated or free-standing bean-to-cup coffee machines as well. Miele offers a wide range of outstanding coffee machines – whether you are an ambitious barista, a fan of steamed milk or lover of exclusive specialty coffee: finally you can enjoy your favorite beverage not only in a café, but at home too.

Mercia notes that making the perfect cup of coffee is an art: "Professional baristas have mastered the art of coffee preparation. Their secret is the great care and exactness they apply when making coffee. They reset the grinder every morning to take into account weather conditions (particularly the humidity in the air). To ensure that the perfect settings have been selected, test espressos are brewed until the perfect crema is produced. Miele can guarantee that you, as an owner of a Miele coffee machine, can achieve barista-perfect results, quickly and easily at the touch of a button."

She notes that precisely coordinated technologies of the Miele coffee machines guarantee consistently high quality enjoyment: "To prepare your perfect coffee drink, simply be creative and adventurous. With a little experimenting, you can easily select the settings that best suit your favorite coffee treat. For best results, the following settings are important: portion size, amount of ground coffee beans, brewing temperature, pre-brewing and grinder setting."

Mercia says that Miele coffee machines allow you to store these settings in a personal user profile: “This way, you can let your Miele coffee machine greet you personally and gives you the opportunity to enjoy customised coffee enjoyment. You can allocate up to 10 (CVA 6000) or up to four (CM 6) individual user profiles. All the parameters for your favourite drink will be stored, including the amount of ground coffee, water temperature and the amount, as well as the preparation of the milk, if applicable.”

Black Edition N°1 at a glance

Miele's Black Edition N°1 coffee range comprises four different coffee types, including:

Black Edition – ONE FOR ALL: A well-established all-rounder for espresso, coffee and coffee specialties with milk.

- **Composition:** 100% Arabica
- **Flavour:** Smooth, velvety, creamy, slight touch of acid
- **Body:** Good body, balanced intensity
- **Aftertaste:** Full-bodied, slightly fruity, balanced
- **Price:** R649.00 (1 Kg coffee beans)

Black Edition – ESPRESSO: Specially created to make the perfect espresso.

- **Composition:** 80% Arabica, 20% Robusta
- **Flavour:** Soft, trace of chocolate, spicy
- **Body:** Intensive, strong flavours in the cup
- **Aftertaste:** Long-lasting finish
- **Price:** R649.00 (1 Kg coffee beans)

Black Edition – CAFÉ CREMA: Beans that will guarantee the immaculate cream.

- **Composition:** 100% Arabica
- **Flavour:** Restrained flowery fruitiness
- **Body:** Full, round body
- **Aftertaste:** Slightly sweet and fruity
- **Price:** R649.00 (1 Kg coffee beans)

Black Edition – DECAF: The all-rounder that has been decaffeinated using a gentle biological process. Ideal for making espresso, coffee and various coffee specialties.

- **Composition:** 100% Arabica
- **Flavour:** Full body, very intensive
- **Body:** Soft, smooth and less fruity
- **Aftertaste:** Slightly sweet and fruity
- **Price:** R649.00 (1 Kg coffee beans)

You can purchase the Miele's Black Edition N°1 coffee range from Miele Galleries nationwide, or you can browse and shop online at www.miele.co.za.

NOTE: Prices at July 2019. E&EO.

ENDS

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