Not all coffee makers are created equal...

Miele SA’s Deputy Managing Director, Brennan Menday, offers a few tips on what differentiates top-end coffee makers from the rest.

If you enjoy a good cup of coffee, you are not alone – millions of people the world over look forward to a freshly brewed cup of coffee, whether it is to start the day, whilst on the move, at work or after a satisfying meal in the evening. In fact it has been estimated that approximately 1,4-billion cups of coffee are consumed worldwide every year, with the average coffee drinker consuming around 4,6kg of roasted coffee annually. Its luscious aroma, decadently strong flavour and the extra boost it gives you, brings pleasure to many of us as we go about our daily lives.

That said however, not all cups of coffee are created equal – choosing the right coffee maker can make all the difference between an exceptional and a mediocre cuppa. Brennan Menday, Deputy Managing Director for Miele SA, says: “While any coffee maker is capable of brewing an ordinary cup of coffee, some are capable of brewing an outstanding cup; serving up the coffee of your dreams – like Miele’s recently launched CM5000 Countertop Coffee Maker for example.” He offers the following tips on what features to look out for when investing in a coffee machine:

Space-saving design

Space is at a premium in most modern homes – especially in the kitchen, which needs to host a multitude of various appliances, and still leave room to cook. As such, more and more homeowners are looking for compact machines, says Menday: “When Miele initially presented the world’s first built-in coffee maker in 1998, the idea was to free up space on cluttered worktops. By extending its range to include its first ever countertop coffee maker, the newly launched CM5000, Miele is targeting those individuals who own kitchens where space is at a premium. Even in kitchens where there is no more space for another built-in unit, there is still no need to forfeit the pleasure of good-quality freshly ground coffee.”

Furthermore, he notes that this space-saving countertop design is also ideal for individuals who are renting: “If you own a home with a reasonably sized kitchen, then a built-in coffee maker is ideal. However, if you are renting your home, then it is best to invest in a machine that you can take with you when you move. Also, for those staunch coffee aficionados, a free-standing model allows you to take it with you on holiday – so you needn’t go one day without your favourite cuppa.”

Aesthetic appeal

Mere functionality, although essential, is no longer the only thing consumers look for when buying an appliance – they also take into consideration what the appliance looks like and whether it will blend with their kitchen’s décor, says Menday: “Miele’s CM5000 Countertop Coffee Maker for example, comes in black or white to suit practically any kitchen colour palette. It boasts a high quality, modern design with a sleek and timeless appeal. It has been designed to complement Miele’s range of appliances and its stylish stainless-steel spout gives the product the distinctive Miele touch.”

Good quality
The old adage of getting what you pay for has never been more relevant – in today’s throw-away society, things in general, including appliances, are usually not built for the long haul. However, today's consumers are catching on to the benefits of spending a little more initially to buy top-end products that not only last a lot longer, but deliver a more premium experience and boosted functionality. These individuals understand that even though they might be laying out a bit more for the initial purchase price, they will save money on maintenance and services in the long run, and by not having to replace the unit every couple of years. Says Menday: “Like all Miele’s appliances, the CM5000 Countertop Coffee Maker has been built to last – manufactured, designed and tested to last for up to 20 years.”

He says consumers can only benefit from choosing appliances from well known and established companies, such as Miele for example: “Those investing in the CM5000 will benefit from the expertise garnered from the many years spent developing Miele’s three generations of coffee machines. The key system components in the CM5000 – the percolator, pump and heater unit – are identical to those used in Miele’s well-established and much loved CVA 5000 range. All these components guarantee first-class taste and have all passed Miele's excruciating endurance tests with flying colours – no fewer than 50 000 cups of coffee or espresso are made on test appliances to furnish proof of durability, reliability and longevity,” explains Menday.

Buying quality appliances is also a very eco-friendly choice. Menday says that consumers need to look beyond merely the materials that are used to manufacture certain products: “Imagine how better off the environment would be if all appliances were built to last for 20 years, instead of the usual five- to six-year lifespan.”

**Time-saving elements**

With the fast pace of modern life, most people don’t have time to waste unnecessarily, and appliances are great in this regard – they save us lots of time everyday by doing manual tasks that we would otherwise have to do ourselves. Coffee machines are no different – they can grind the coffee beans, brew your perfect cup of coffee, warm up our coffee mugs, and some can even be programmed to do all this minutes before you wake up in the morning or come home in the evening. Says Menday: “The CM5000 Countertop Coffee Machine for example, can be programmed to switch on and off at any desired time.”

Cleaning and care is another time-saving element that should be considered before purchasing a unit – coffee makers should be both simple and convenient to clean, says Menday: “The percolator from the CM5000 can be removed in a series of simple actions and cleaned under running water. The frothing nozzle is just as simple to dismantle and clean under a tap – important when it comes to cleaning the machine after a cappuccino in the morning before setting off to work. Refill indicators remind the user to replenish coffee beans and fresh water before they run out.”

**Customisation**

Any discerning coffee drinker will know exactly how they like their coffee, and top-end machines should be easily programmable to create the perfect cup of coffee suited to your individual preferences, says Menday: “Alongside a choice of four beverage sizes (espresso, coffee, double espresso and double coffee), users of the CM5000 can programme parameters to suit their
individual needs, including the grind, the quantity of ground coffee per cup, the volume of coffee and the temperature. Also, perhaps most importantly, the pre-brew function infuses the water with depth of flow, increasing the aroma and ensuring the perfect crema. Adjustment is intuitive, requiring the use of only the rotary selector and the ‘OK’ button. In addition to the beans container, which boasts a capacity of 250g, a portion of pre-ground coffee can be processed to meet individual tastes or the need for a decaf coffee late at night for example.”

**The froth makes it special**

He says that lovers of coffee specialities must also get their money's worth: “Any coffee maker should be able to prepare milk requirement types quickly and easily – the CM5000 is able to prepare both hot milk and dry to wet milk froth to create a perfect cappuccino or latte macchiato. The height-adjustable spout adapts just as easily to small espresso cups as to a 13cm latte glass. The electronic controls on the steam valve allow milk and milk froth quantities to be programmed both simply and precisely. The active heater even preheats cups.”

**Coffee maker must-haves**

Brennan Menday, Deputy Managing Director for Miele SA, offers the following list of must-have features for any quality coffee maker:

- Speed of preparation.
- Easy-to-use digital settings.
- A timer with an automatic start-up function.
- Variable temperature and preparation settings.
- An integrated bean grinder that can be adjusted to suit individual preferences.
- Efficient water filtering equipment.
- Solid construction and guarantee.
- Easy-to-clean components.
- A coffee cup warmer.
- An easy to use frothing nozzle.
- Aesthetic and space-saving design.
boasts choice materials and is both reliable and elegant. It is available in black and white from Miele SA (www.miele.co.za, 011 548 1900) – the black unit retails for R12 999, while the white unit sells for R11 999.

<caption: Miele's CM5000 Countertop Coffee Maker (4) and Miele's CM5000 Countertop Coffee Maker (5)> The height-adjustable spout on Miele’s CM5000 Countertop Coffee Maker adapts just as easily to small espresso cups as to a 13cm latte glass.

<caption: Miele's CM5000 Countertop Coffee Maker (10) and Miele's CM5000 Countertop Coffee Maker (13)> Become a professional barista at home – Miele's CM5000 Countertop Coffee Maker guarantees perfect coffee and milk froth for an exquisite cappuccino or latte macchiato.

<caption: Miele's CM5000 Countertop Coffee Maker (7)> Ideally complementing Miele's built-in range of kitchen products, the CM5000 Countertop Coffee Maker is available in black or white. The elegant stainless-steel spout gives the product its typical Miele appeal.

<caption: Miele's CM5000 Countertop Coffee Maker (8), (16) and (17)> Alongside a choice of four beverage sizes (espresso, coffee, double espresso and double coffee), users of Miele’s CM5000 can programme parameters to suit their individual needs, including the grind, the quantity of ground coffee per cup and the temperature.

<caption: Miele's CM5000 Countertop Coffee Maker and Miele's CM5000 Countertop Coffee Maker (6)> In addition to the beans container in the Miele CM5000 Countertop Coffee Maker, which boasts a capacity of 250g, a portion of pre-ground coffee can be processed to meet individual tastes.

<caption: Miele's CM5000 Countertop Coffee Maker (3)> The CM5000’s controls are digital, accurate and easy to use.

<caption: Miele's CM5000 Countertop Coffee Maker (11)> The quintessential coffee-loving luxury – the CM5000 even boasts an active heater to evenly preheat cups.

*Please note all prices are correct as at 31 January 2011. Stocks are limited. E & OE.*