

CAFÉ™ Introduces Couture™ Oven with Air Fry for a Fast Feast or Fashionable Fête
Curated, compact countertop selections cook seven course meals and more with 14 cooking modes

LOUISVILLE, Ky., Feb. 8, 2022 — CAFÉ™ appliances introduced the latest in its lineup of countertop collections for the kitchen today at the Kitchen and Bath Industry Show (KBIS). The CAFÉ™ Couture™ Oven with Air Fry allows style-conscious owners to cook quick weeknight dinners or show-stopping meals for entertaining using 14 essential cooking modes in a 17" x 18.6" x 14" footprint.

The CAFÉ Couture Oven with Air Fry is available in the distinct CAFÉ finishes of Matte Black, Matte White, and Stainless Steel, allowing consumers to bring their personal style to the countertop. All models will feature signature CAFÉ copper hardware accents.

Adding to the CAFÉ Couture Oven's fashion and function, the appliance is equipped for voice activation including a verbal on/off command at launch with additional voice activation commands on the horizon. The device is Wi-Fi enabled, allowing consumers to start and program recipes remotely, download product updates and new features using the SmartHQ app.

"With CAFÉ products you never have to sacrifice quality and functionality for personalized design," said Wayne Davis, senior brand director, CAFÉ. "Our new Couture Oven with Air Fry will have you creating culinary masterpieces with ease and efficiency, all while making a stunning edition to your countertop and kitchen. It is perfect for any occasion – whether that's whipping up a quick meal on a weeknight or hosting a lavish celebration with friends and family that requires additional cooking capacity for your home."

The CAFÉ Couture Oven with Air Fry will be available to consumers in April 2022 for a suggested retail price of \$449 at Best Buy.

To see the CAFÉ Couture Oven with Air Fry in person at KBIS or to book a media tour, email kbis.rsvp@geappliances.com. For more information about the CAFÉ™ brand and available products, visit cafeappliances.com or follow [@cafeappliances](https://www.instagram.com/cafeappliances) on Instagram, Pinterest or YouTube.

About CAFÉ™

As a leader in design choice and performance, CAFÉ™ appliances offers high quality coffee makers, dishwashers, ranges, ovens and refrigerators with elements inspired by the latest trends in fashion and design. The CAFÉ™ brand operates under GE Appliances, a Haier company. For the latest products, and more information, visit www.cafeappliances.com.

About GE Appliances

GE Appliances strives to make the world a better place and is committed to leading in the U.S. communities where its 14,000 employees live and work. A purpose-rooted and passion-driven organization, GE Appliances believes there is always a better way. Headquartered in Louisville, Ky., products are sold under the Monogram®, CAFÉ™, GE Profile™, GE® Appliances, Haier, and Hotpoint® brands. Its appliances, which are in half of all U.S. homes., include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners, water filtration systems, water heaters and small appliances. For more information, visit www.geappliancesco.com