

GE Profile™ Smart Grind & Brew

Introducing the GE Profile Smart Grind & Brew, a Specialty Coffee Association-certified (SCA) coffee maker that delivers the perfect blend of design and innovation for a truly personalized coffee experience. With connected, industry-first features, cutting-edge technology and unparalleled performance, GE Profile's latest advancement enables ultimate control over crafting the highest-quality coffee ritual to ensure the daily grind is fueled without interruption. Now, coffee enthusiasts can enjoy the convenience of single serve without sacrificing a fresh bean to cup brew.



Loaded with Premium, Innovative Features:

- **Unique Podless Design** that enhances the freshness of each bean-to-cup coffee brew. Whether it's directly into a personal mug or sleek 10-cup thermal carafe to share, the podless design helps ensure the highest-quality flavor, while also significantly reducing waste compared to a traditional pod-based single-serve coffee maker.
- **Steam Shield Grind Chute Door** helps prevent clogs and ensures consistent grinding performance with easy cleaning access.
- **SmartHQ AI Coffee Assist** powered by Google Cloud's generative AI offers extensive customization options for tailored brew preferences, scheduling, and real-time feedback for additional brew personalization, product questions, and guided care recommendations. Unique in the industry, this feature is also equipped with intuitive learning that automatically adjusts brewing based on questions asked. SmartHQ AI Coffee Assist is expected to roll out in late January 2025 as a conversational AI experience through the SmartHQ™ app.
- **Stainless Steel Built-In Conical Burr Grinder** with six adjustable settings that grinds whole bean coffee into freshly ground brews, removing the need for an accessory coffee bean grinder and guaranteeing a fresh cup of coffee compared to pre-ground coffee beans.
- **Innovative Carbon Water Filter** with a sealed gasket removes chlorine and odors from the water to help achieve pure flavor extraction and provide the highest-quality coffee flavor.
- **Contemporary Form and Function** includes features like a removeable brew stand to help fit single-serve travel tumblers, a low-clearance, rotating brew basket for added convenience and ease of use, as well as a "Grind Off" feature for those who prefer to use pre-ground coffee instead of whole beans.
- **Intuitive LED Touch Screen** for optimal customization, enabling owners to adjust settings or receive alerts, like care instructions. A dynamic light bar in the GE Profile gradient displays the status of the grinding and brewing process.
- **Small Footprint and Large Capacity** with a removeable 90oz. water reservoir that holds enough water for two full carafes and a compact footprint that fits seamlessly into any kitchen design or coffee bar. It also includes two gold-tone mesh, reusable coffee filters optimized for large or small-batch brewing to ensure the best possible flavor.
- **Connected Customization with Wifi Connectivity** and mobile device control capability via the SmartHQ™ app, including the power to customize the strength, temperature, and bloom time, and set up a custom delayed brew.

Where to Buy:

The GE Profile Smart Grind & Brew is available nationwide for a suggested retail price of \$349.

Product Images:

