



GE PROFILE™ EXPANDS INDUSTRY LEADING PORTFOLIO OF COUNTERTOP APPLIANCES WITH STATE-OF-THE-ART COFFEE MAKER

Game Changing At-Home Coffee Experience with Ultimate Control for the Perfect Cup

LOUISVILLE, Ky.- January 23, 2025 - [GE Profile™](#) today announced the launch of its [GE Profile™ Smart Grind and Brew Coffee Maker with Podless Single Serve](#) as the solution for ultimate control over crafting the highest-quality coffee ritual. Engineered for speed, convenience, and customization, GE Profile's latest advancement integrates cutting-edge technology with sleek design and unparalleled performance to ensure the daily grind is fueled without interruption.

Certified by the Specialty Coffee Association (SCA), the GE Profile Smart Grind & Brew optimizes convenience and flexibility with its 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, this brewer elevates the at-home coffee experience. Now, coffee enthusiasts can enjoy the convenience of single serve without sacrificing a fresh bean to cup brew, while also significantly reducing waste compared to a traditional pod-based single-serve coffee machine. The GE Profile Smart Grind & Brew also features an industry-first steam shield grind chute door that helps to prevent clogs and ensures consistent grinding performance with easy cleaning access.

To further optimize the customization of each brew, the GE Profile Smart Grind & Brew will include SmartHQ AI Coffee Assistant, which is expected to roll out in late January 2025 as a conversational AI experience through the [SmartHQ™](#) app. Unique in the industry, this feature is powered by Google Cloud's generative AI and offers extensive customization options for tailored brew preferences, scheduling, and the opportunity to create three custom user profiles. Additional AI app assistance offers real-time feedback for additional brew customization, product questions, guided care recommendations, and is equipped with intuitive learning that automatically adjusts brewing based on questions asked.

The GE Profile Smart Grind & Brew delivers the perfect blend of design and innovation for a truly personalized coffee experience. Additional industry-leading features include:

- **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 removable 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.

“We understand the importance of starting your day the right way, and the GE Profile Smart Grind & Brew is our latest contemporary solution that puts control in the consumers’ hands.” said André Zdanow, executive director of small appliances at GE Appliances. “This latest innovation grants consumers a more customized coffee experience, while streamlining maintenance and delivering the perfect flavor profile that’s unique to your taste. We are committed to enhancing the everyday and that starts with making your perfect cup of coffee more accessible, and fresh, than ever before.”

The GE Profile Smart Grind & Brew is available now in Carbon Black for a MRSP of \$349 on geappliances.com and other specialty retailers. It is available in a Stainless Steel finish exclusively on Amazon.

About GE Profile™

As a leader in connected appliances, GE Profile offers kitchen and laundry solutions with sleek aesthetics and leading-edge features that simplify daily life. At the intersection of meaningful technology and sophisticated design, GE Profile brings smarter innovation to life through its line of major and small appliances. For the latest products, visit www.geappliances.com/ge/profile.htm or [@geprofile](https://www.instagram.com/geprofile) on Instagram, TikTok, Pinterest or YouTube.

About GE Appliances, a Haier company

At GE Appliances, a Haier company, we come together to make good things, for life. Headquartered in Louisville, Kentucky, we are a leading U.S. manufacturer of home-appliances with 15,500 team members nationwide. GE Appliances, found in half of all U.S. homes, is proud to be rated America’s #1 Appliance Company¹ and trusted by millions of families nationwide. We manufacture and sell products under the Monogram™, Café™, GE Profile™, GE®, Haier™, and Hotpoint™ brands. Our operations support nearly 90,000 additional American jobs and represent an investment of more than \$2 billion since 2016. We are deeply committed to the communities where we live and work, passionate about getting closer to our product users to understand their needs and driven by the belief that there’s always a better way.

To learn more about our company, brands, career opportunities, and impact, visit geappliancesco.com or connect with us on [LinkedIn](#)

1 OpenBrand Consumer Tracking Survey, Q1 – Q4 2024, Based on Volume of Total Majors/MO/RAC – Retail Units

####