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CAFÉ™ CELEBRATES PERSONAL EXPRESSION THROUGH CUSTOMIZABLE DESIGN AT KBIS 2026

Discover How Every Detail Matters When Your Space Becomes a Canvas for Self-Expression

LOUISVILLE, Ky., February 17, 2026 – CAFÉ™ believes every kitchen transformation starts with a single, personal intention: to create a space that reflects the life you imagine for yourself with design that reflects your personality. At the Kitchen & Bath Industry Show (KBIS) 2026, CAFÉ will bring that vision into vivid focus with an immersive installation themed, "This is Your Moment. Customize It."

Featured across three kitchen vignettes, CAFÉ™ will showcase how layered finishes, thoughtfully selected hardware and purposeful appliance choices can become the jumping-off point for your next kitchen manifesto.

- **The Postcards from Venice Kitchen:** Inspired by Italian travel and old-world charm, this kitchen evokes the romance of boutique hotels and leisurely meals shared with loved ones. Unique asymmetric arch doorways frame the space around CAFÉ's must-see line-up of matte white appliances. Featured appliances include a **new 36" Stone-Clad Custom Hood** and **new CAFÉ™ ENERGY STAR® 24 Cu. Ft. Smart Counter-Depth Side-by-Side Refrigerator with Dual-Dispense AutoFill Pitcher**.
- **The Greenhouse Garden Party Kitchen:** This dramatic, color-drenched space celebrates botanical beauty and evening rituals. Deep jade and teal greens throughout the space create a nocturnal atmosphere, anchored by a **new CAFÉ™ CustomFit ENERGY STAR® Panel-Ready Stainless Interior Smart Dishwasher with Ultra Wash Top Rack and Dual Convection Ultra Dry™** and centered around a striking 48" tapered custom hood.
- **The Cashmere Breakfast Club Kitchen:** Embodying California modern serenity, this kitchen is designed for mindful morning rituals and wellness-focused living. Soft, buttery ivory and yellow neutrals create a calming backdrop, while flowing lines and tactile finishes bring added dimension to the serene aesthetic. Stainless steel appliances, including the **new CAFÉ™ Series Smart Built-In Convection Wall Oven**, are balanced with mixed metals throughout. Every element reflects intentional design that nurtures calm vitality and helps you start each day with presence and purpose.

"This is Your Moment. Customize It" is really about giving yourself permission to create a kitchen that feels like you," said Erica Bovard, CAFÉ senior brand director. "At CAFÉ, customization isn't about having endless options—it's about choosing what feels right for right now. Whether that's Matte White, Matte Black, Stainless Steel, or hardware that adds a little edge or warmth, every detail is a reflection of your intention. The kitchen is where life begins, again and again—and we want it to start with you."

As a continued evolution of the CAFÉ™ Style Studio and [welcoming](#) Alena Capra as its new designer in residence, the brand will again spotlight a Style Studio guest experience. CAFÉ will further its commitment to serving as a resource and inspiration for kitchen design and answer some of the most frequently asked design questions, both at the KBIS show and within its online community throughout the year.

CAFÉ will also feature many friends that the brand loves throughout the booth, including [Rejuvenation](#), [Chasing Paper](#), [Kohler](#), [Mercury Mosaics](#), [Visual Comfort & Co](#) and [Sherwin-Williams](#).

Visit the CAFÉ KBIS booth #W2328, book a tour through [SignUp Genius](#) or email geappliances@allisonworldwide.com. For more information about CAFÉ and available



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products, visit www.cafeappliances.com or follow @cafeappliances on Instagram, TikTok, Pinterest, or YouTube.

About CAFÉ™

As a leader in design choice and performance, CAFÉ™ appliances offers the Customizable Professional Collection available in refrigerators, ranges, dishwashers and ovens, as well as a collection of small appliances 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, 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, 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 98,000 additional American jobs and represent an investment of more than \$3.5 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