

## CAFÉ SHOWCASES THE ULTIMATE IN STYLE AND PERFORMANCE AT KBIS 2020

*From crave-worthy new products to industry-first finishes and hardware options, CAFÉ previews the hottest trends in kitchen design*

**LOUISVILLE, Ky., Jan. 21, 2020** — CAFÉ set to debut its lineup of new products for 2020 at the Kitchen and Bath Industry Show (KBIS Booth #C6631) in Las Vegas, Nev., offering a trend-forward point of view on kitchen design, appliance finishes and hardware for the new year and beyond through a series of four immersive kitchen vignettes featuring live cooking demos and interactive design experiences.

“CAFÉ delivers appliances with style choices consumers expect from luxury. CAFÉ brings trusted performance and trend-forward designs that reflect owners’ style,” said Wayne Davis, Senior Brand Director, CAFÉ. “From traditional to contemporary design styles, customizable hardware and built-in options, CAFÉ appliances allow owners to design a personalized kitchen experience.”

### **Newly Launched First-in-its-Class Modern Glass Finish Taps into Contemporary Design Trends**

CAFÉ’s Modern Glass Collection, launched fall 2019, was inspired by owners who lean towards the clean lines of a contemporary design style. The highly reflective glass surface has richly lustered platinum underneath, pocket handles and stainless-steel accents. The collection launched with 14 freestanding SKUs, including ranges, dishwashers and refrigerators, and 10 built-in SKUs, including cooktops, wall ovens, five-in-one ovens with Advantium technology, microwaves, dishwashers and refrigerators. Additional SKUs are launching in 2020, including warming drawers, wine chillers and beverage centers.

Modern Glass joins the brand’s **Professional Collection with Customizable Hardware**, which offers owners the ability to change their handles and knobs to different metal colors that bring their vision of a designer kitchen to life. *(A sneak preview of two new finishes in the pipeline will be shown in the booth only.)* The Professional Collection comes in matte white, matte black and stainless finishes. Hardware is available in brushed bronze, brushed copper, brushed stainless and brushed black.

For those who favor a custom kitchen aesthetic at an attainable price, CAFÉ now offers built-in refrigerator and freezer combinations and will soon add 48” customizable Pro Ranges in 2020.

## New Products Created to be *Distinct By Design*

- **CAFÉ Modern Glass Quad Door Refrigerator (available in February 2020, MSRP \$4,399)** brings awe-inspiring contemporary design that creates a new focal point for the kitchen. Available in the newly launched richly lustered platinum Modern Glass finish, this high-style refrigerator boasts an interior as thoughtfully designed as the show-stopping exterior. The back wall is illuminated by a brilliant LED light panel with a geometric patterned overlay inspired by Art Deco design; CAFÉ designers surrounded the light wall with a metallic frame to create a compositional moment each time the door opens. The light gray interior cabinet and copper-trimmed shelves add to the richness and drama of the overall design. Form meets function with a fully convertible temperature zone that can be set to Freezer, Wine and Refrigerator temperatures, flexing to accommodate every scenario from a dinner party to a large grocery haul. The light panel fully illuminates fresh foods, while a variety of tilt-out door bins, drawers and shelving keep it all organized. This is the first quad door model available in the U.S. that fits a standard 70-inch cabinet cut-out.
- Adding new flexible cold storage for the ultimate kitchen convenience, CAFÉ will introduce two undercounter beverage refrigerators, both with remote connectivity and beautiful lighting. The **Wine Chiller (available in all finishes July 2020, MSRP starting at \$2,499)** will hold 46 bottles and offer two temperature-controlled zones. The **Beverage Center (available in all finishes July 2020, MSRP starting at \$2,199)** will hold 12 bottles and up to 126 cans, with two wine racks and three shelves, one of which can adjust to accommodate taller bottles.

## CAFÉ at the Kitchen and Bath Industry Show 2020

CAFÉ will showcase four kitchen vignettes offering unique perspectives on kitchen design trends. Attendees can grab a glass of bubbly from the Champagne wall, enjoy a live art installation and browse the hardware jewelry counter while sampling bites and watching live cooking demonstrations by South African chef and Season 8 Finalist on Next Food Network Star, Linkie Marais.

## New Partnership!

CAFÉ offers a highly customizable new way to design kitchens, with appliances at the center of their inspiration. KBIS attendees are invited to create their own mood boards using CAFÉ appliance finishes and a vast collection of stone, tile, paint, flooring, and textile samples provided by Material Bank, the world's largest architectural and design materials resource. Architects and designers using Material Bank can conduct complex searches and place sample orders across hundreds of brands and thousands of materials in seconds from a single source. CAFÉ appliance finishes are now available through the Material Bank platform, including many of the finishes featured at KBIS. Designers interested in sampling the available CAFÉ finishes can place their sample request through Material Bank until midnight for delivery by 10:30 am the next morning. Material Bank is always free for designers.



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For more information, visit [cafeappliances.com](http://cafeappliances.com) or follow [@cafeappliances](https://www.instagram.com/cafeappliances) on Instagram, Pinterest or YouTube.

### **About GE Appliances**

GE Appliances, a Haier company, creates “good things, for life” through our passion for great appliances and the happiness they can bring to every household. With the Monogram®, CAFÉ™, GE Profile™, GE®, Haier and Hotpoint brands, people have more choices for making their kitchens and homes amazing each day. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners and water filtration systems. For more information, visit [www.geappliances.com/our-company](http://www.geappliances.com/our-company).

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