



FOR IMMEDIATE RELEASE

SCA Announces New Certified Home Brewer

August 7, 2020— The OXO Brew 8-Cup Coffee Maker has been awarded the Specialty Coffee Association (SCA) Certified Home Brewer mark. Certified Home Brewers are thoroughly tested in the laboratory and must meet the SCA's quality standards for brewing specialty coffee at home.

In addition to meeting these standards, the coffee maker features:

- SCA-certified gold standard coffee by the carafe.
- Single-serve capability with the push of a button.
- BetterBrew™ precision brewing controls water temperature and brew cycles; meeting the SCA's rigorous Golden Cup standard.
- Pour-over-inspired bloom cycle extracts better flavor from coffee beans.
- Rainmaker™ shower head evenly saturates coffee grounds for more balanced brewing.
- Double-wall, vacuum-insulated thermal carafe with brew-through/pour-through carafe lid keeps coffee hot.
- Removable well cover and pedestal elevates short mugs or makes room for taller travel mugs.
- Optional single-serve accessory optimizes flavor in one-mug brewing.
- Convenient one-button cleaning mode.
- Sized to fit neatly under cabinets

OXO Housewares President Larry Witt said: "We're thrilled to once again earn the SCA Home Brewer Certification for our new OXO Brew 8-Cup Coffee Maker. At OXO, our curiosity and drive to make the everyday better inspires every product we create. The 8-Cup Coffee Maker combines thoughtful engineering with consumer-centric design, resulting in a better brewing experience—and better coffee—by the cup, or the carafe. The SCA certification signifies OXO Brew's ongoing commitment to the art and engineering of brewing better coffee."

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UK OFFICE
p +44 1245 426060

Oak Lodge
Leighams Road
Bicknacre
Chelmsford
Essex
CM3 4HF
United Kingdom

US OFFICE
p +1 562 624 4100

117 West 4th
Suite 300
Santa Ana
California
92701
United States

www.sca.coffee





Contact OXO

Joey Lozada, Public Relations Associate
Email: JLozada@oxo.com

Contact SCA

Pernilla Gard, Program Marketing Manager
Email: pernellag@sca.coffee

Notes to Editors

- Read more about the OXO Brew 8-Cup Coffee Maker [here](#)
- [Photos of the OXO Brew 8-Cup Coffee Maker](#)
- Find more information about the SCA Certified Home Brewer Program [here](#)

About OXO

For 30 years, OXO has been globally recognized for its groundbreaking, universal design of everyday household products. Beginning with its iconic vegetable peeler in 1990, OXO paired innovation and purpose to create everyday tools that make everyday living better. Today, OXO makes over 2,000 products for use all over the home: from cooking and baking to brewing and entertaining, to cleaning and organizing, to baby and toddler. Learn more about OXO and their quest to make the everyday better at www.oxo.com.

About the Specialty Coffee Association

The SCA is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. From coffee farmers to baristas and roasters, our membership spans the globe, encompassing every element of the coffee value chain. The SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building an industry that is fair, sustainable, and nurturing for all, the SCA draws on years of insights and inspiration from the specialty coffee community. Learn more at <http://www.sca.coffee/>.

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