



DISTINCT BY DESIGN™

CAFÉ™ Showcases Statement-Making Kitchens with Trend-Forward Designs

CAFÉ features new hardware finishes and top products in this year's custom KBIS kitchens

LOUISVILLE, Ky., Jan. 31, 2023 — To pay homage to its roots in fashion, CAFÉ™ is showcasing two new kitchen aesthetics this week at the 2023 Kitchen and Bath Industry Show (KBIS). These fashion-inspired interiors, each as unique as a homeowner's personal taste, feature the latest customizable options from CAFÉ for creative expression. Announced today, CAFÉ is adding to its customizable appliance portfolio by introducing two new hardware offerings - a striking Brushed Brass and bold Flat Black.

Top New Products: CAFÉ™ Appliances is unveiling two new hardware finishes to drive personalized design aesthetics throughout the kitchen as its top new products of 2023. The two finishes, Brushed Brass and Flat Black, offer bold new kitchen accents that bring sophistication and flair to your home, helping you transform your space with the latest design trends.

The Booth Experience:

Inspired by some of the top trends and designers in fashion appearing on the runway, these two 'Distinct by Design' kitchens will help fuel your next inspiration board:

- **CAFÉ Cabana Club Couture:** Ready for Revenge Travel? This beautiful, sunny kitchen will have you booking the next flight out to the south of France. Inspired by the light, tropical hues and bold textures and patterns of runway resort-wear, this unique kitchen features our Matte White appliances, and new products including the **NEW CAFÉ 29. Cu. Ft 4-Door French-Door Refrigerator with Autofill Pitcher** and **NEW Brushed Brass hardware**. One step into this CAFÉ kitchen is like stepping into a vintage art-deco Miami travel poster, sunglasses on and cocktail in hand.
- **CAFÉ Black Tie Affair:** The "Nightluxe" aesthetic comes to life in this new CAFÉ kitchen featuring our beautiful Matte Black appliances and new **NEW Flat Black hardware**. Stunning, deep orange and beetroot tones inspired by the gowns we've seen on the runway and at high-fashion events pop in contrast to the dramatic black backdrop of the Night Out kitchen. Your next evening wear look will be inspired by this matte black-tie affair.

In addition to the two kitchens, the booth will include four boutique windows, mirrored off of luxury retail displays, that will all have themes and products within them. For example, the "Modern Blooms" window will feature the **NEW CAFÉ 36" Built-In Touch Control Induction Cooktop** while the "Jewel Box" window will showcase the CAFÉ Dishwasher Drawer, Beverage Center and also the two new hardware finishes. Within the "Perfect Fit" window, the **NEW CAFÉ 36" Stainless Fully Integrated French-Door**

Bottom Freezer with Brushed Copper Hardware will be on display and the final “Stay Wild” window will feature the **NEW Emerald Green Finish Commercial Range**, available later this year.

“Everything we create for CAFÉ is rooted in fashion,” said Erica Bovard, senior brand director, CAFÉ. “Outfitted with unique finishes, hardware, textures and tones, the CAFÉ KBIS kitchens showcase the true creativity and self-expression that you can unleash in your own home with our products. Our designs show that with CAFÉ, the possibilities are endless, and the result is a kitchen that is stunning, and uniquely your own.”

New Partnerships:

As part of unveiling two hardware offerings, Brushed Brass and Flat Black, CAFÉ is partnering with Kohler to highlight complementary finishes. CAFÉ Brushed Brass seamlessly coordinates with Kohler’s Vibrant Brushed Moderne Brass finish and CAFÉ Flat Black pairs with Kohler’s Matte Black finish. The pairings simplify hardware coordination for the consumer with two bold brands to form one distinct look.

To explore CAFÉ’s new products for 2023, created to be Distinct by Design, and the runway-inspired kitchens, come visit the CAFÉ booth located at booth number W3017 this year at KBIS.

To book a booth tour please reach out to geappliances@allisonpr.com.

About CAFÉ™

As a leader in design choice and performance, CAFÉ™ appliances offers high quality coffee makers, dishwashers, ranges, ovens, and refrigerators 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 or follow @cafeappliances on Instagram, Pinterest, YouTube or TikTok.

About GE Appliances

At GE Appliances we make the world a better place, and our team is committed to leading in the communities where we live and work. Today, our appliances are in 50 percent of all U.S. homes, and our business is committed to serving every family in the country. We are a purpose-rooted and passion-driven organization that believes there is always a better way. We manufacture and sell products under the Monogram®, Café™, GE Profile™, GE®, Haier, and Hotpoint brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners and water filtration systems. For more information on our company, brands, and corporate citizenship, visit www.geappliancesco.com.