



GE APPLIANCES
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GE Appliances Continues to Add Innovation to Its Four-Door Refrigeration Line-Up

Finding the perfect balance between form and function

LOUISVILLE, Ky., Jan.31, 2023 – GE Appliances is expanding its industry leading portfolio of four-door refrigerators with the launch of an exciting new line of internal dispense models to serve consumers seeking a cleaner design aesthetic. Driven by the fact that over 44% of consumers purchasing 3+ door refrigerators in 2022 chose a model with no external dispenser¹, these new products are ideal for consumers who want a sleek exterior aesthetic without having to sacrifice convenient access to premium filtered water in their fridge. This latest evolution will offer an AutoFill Pitcher with two dispensing options inside the refrigerator. On display at KBIS 2023, the CAFÉ 4-Door French-Door Refrigerator with AutoFill Pitcher gives consumers a new option to express their personal design style without sacrificing functionality.

By harnessing industry-leading technology, chilled water can be dispensed in two different ways - either via the pitcher or a spout that allows users to keep the pitcher in the fridge instead of having to remove the pitcher from the dock. The dock seamlessly fits within the refrigerator so you can have a pitcher full of chilled, filtered water any time you want it while also leaving more room for food storage needs.

“The 60-oz, dishwasher safe, AutoFill Pitcher is located on the inside of the refrigerator and automatically fills up when the pitcher is placed in the dock. GE Appliances was the first company to launch an AutoFill Pitcher in a refrigerator, after the success seen by the current Café 4-Door lineup, this new AutoFill Pitcher will be the next evolution of innovation. We’re building on the Café 4-Door platform’s success to bring new refrigerators to consumers who want the unmatched style of a clean design aesthetic without sacrificing the innovative convenience of ice and water service in their fridge,” said Jason May, executive product director of French-door refrigeration at GE Appliances.

The refrigerator also includes some of the existing features customers already love from Café’s four-door line-up, including the LED Light Wall, an adjustable temperature drawer, the humidity control system, and the flatbread pizza tray. It also comes with built-in Wifi powered by the SmartHQ app so users can customize settings like the wall brightness and enable features like Turbo Cool and Turbo Freeze.

The refrigerator will be available in all CAFÉ finishes, including Matte White, Matte Black, and Stainless Steel with a choice of customizable handles in six finishes. It will also be available in a Modern Glass finish. In keeping with the CAFÉ aesthetic, all products feature a gray interior with copper accents.

¹ According to data from the Association of Home Appliances Manufacturers (AHAM)

This full-depth refrigerator offers 29 Cu. Feet of storage, starting at a MSRP of \$4,399, and all products will be available in Q3 of 2023. The refrigerator will also roll out under the GE Profile™ brand, and all products will be available in Q3 of 2023.

To see this product in person at KBIS or to book a media tour, email GEAppliances@allisonpr.com.

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.