



CAFÉ™ Redefines Design Flexibility and Customization with Award-Winning Dishwasher Portfolio at KBIS 2025

CAFÉ's Winter Gala Pantry Presents Bold Design Solutions That Transcend the Kitchen

LOUISVILLE, Ky., Feb. 25, 2025 – CAFÉ™ Appliances will showcase its award-winning dishwasher line-up as part of an immersive brand experience that guides attendees through an array of fashion-inspired living scenarios at KBIS 2025.

To spotlight how homeowners can bring sophistication and flair to all areas of the home, the brand's Winter Gala Pantry imagines a dream space beyond the kitchen for the ultimate entertainers. Inspired by the decadent dark, moody hues that will be returning to fashion and interiors in 2025, the Winter Gala Pantry is adorned by CAFÉ's line-up of customizable dishwashers in the matte black finish outfitted with brushed brass hardware.

"Designed to instill the confidence of clean, CAFÉ's dishwashers offer unrivalled flexibility to meet the increasing desire¹ we're seeing for dishwashers in more areas of the home with our diverse product portfolio," said Cynthia Fanning, vice president of kitchen clean-up for GE Appliances. "Our Winter Gala Pantry is another example of how CAFÉ continues to disrupt traditional design expectations, inviting consumers to transform alternative spaces like a scullery kitchen or a coffee bar with the latest design trends."

- [CAFÉ™ CustomFit™ Stainless Steel Interior Smart Dishwasher with Ultra Wash Top Rack & Dual Convection Ultra Dry](#) has a place for everything with a customizable top rack, basket and lid caddy. Recognized for its optimal wash and [stunning design details](#), this product was named a winner of the [2024 TWICE VIP Awards](#) and the [2024 Architectural Digest Great Design Awards](#).
- [CAFÉ™ Dishwasher Double Drawer](#) is the ultimate dishwashing dream, offering two dishwasher drawers in the same space as a traditional, single dishwasher. Use one drawer to run a small load or run both drawers at the same time using separate load settings and temperatures to best clean what you put inside.
- [CAFÉ™ Smart Single Drawer Dishwasher](#) is an [ideal solution](#) for flexibility in the kitchen and beyond. Installed just below the counter so owners don't have to bend over to load or unload dishes, it is the perfect solution for those who seek out ease and accessibility but don't want to sacrifice style.

In keeping with the customizable offerings of the CAFÉ brand, owners can personalize each product in the portfolio by combining any of CAFÉ's three signature premium finishes and six hardware options to create a stylish appearance to reflect their personal tastes.

To see the CAFÉ dishwasher line-up, visit the CAFÉ KBIS booth #W2401 or schedule a booth tour at <https://www.signupgenius.com/go/geappliances#> or by emailing

¹ CAFÉ Dishwasher Drawer Concept Survey, Southern Living Custom Builders

geappliances@allisonworldwide.com. For more information about CAFÉ and available 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 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.

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 and 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 90,000 additional American jobs and represent an investment of more than \$2 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

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