



**FOR IMMEDIATE RELEASE**

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No Pods. No Waste. The Freshest Experience.

## Introducing “THE TCHIBO”: The Revolutionary Bean-to-Brew Coffee Machine

**CHICAGO (November 2020)**—On the heels of the U.S. debut of its coffee, Tchibo (CHEE-bo), Europe’s #1 coffeehouse, has released the perfect partner for its delicious beans: “The Tchibo” single-serve coffee maker. The Tchibo captures the refined process of the freshness journey, which has been perfected by Tchibo Röstmeister for over 70 years. The sleek, streamlined, state-of-the-art machine delivers the freshest cup of coffee by grinding beans and brewing the coffee in one seamless step, while offering sustainability-conscious consumers an alternative to wasteful filters and pods.

“With Tchibo, it is not when you make the coffee, it is how you make it. Beyond the bean, our ‘fresher by design’ promise is embodied in the Tchibo machine. Innovatively engineered, The Tchibo offers the freshest, most unique coffee experience from the comfort of home,” said Thomas Linemayr, Chief Executive Officer, Tchibo. “The U.S. is home to the most discerning coffee connoisseurs in the world; we cannot wait for them to enjoy the full Tchibo experience.”

### **The Power of German Engineering**

Differentiating itself from other coffee machines on the market, The Tchibo leverages high-tech, innovative German engineering, complemented by a unique Bean-to-Brew technology to produce the lowest amount of waste possible. The easy-to-use, single-serve coffee machine delivers a fresh, aromatic, and customized cup within seconds.

With a sleek, contemporary design, The Tchibo has many features hidden in its compact body. A built-in reservoir holds 37 ounces of water, and the coffee hopper, with aroma protect sealing, is adjustable from 5 to 10 ounces, allowing for multiple cup sizes. Users can adjust the grinder degrees for stronger or weaker aroma preferences. Maintenance is minimal with components that can be removed easily for cleaning.





### **No Pods, No Waste**

Staying true to the company's long-standing commitment to sustainability and maintaining a healthy planet, The Tchibo was designed to generate minimal waste. It is a sustainable solution for daily java drinkers: no need for filters or pods.

The Tchibo is available for purchase on the [Tchibo website](#) and retails for the introductory price of \$349, including two free 30 oz. bags of Tchibo Röst Frisch whole bean coffee. Tchibo launched in the U.S. in October 2020, and is available at select retailers in Illinois, Indiana, Iowa, Ohio, Michigan, Minnesota, Missouri and Wisconsin, as well as the Tchibo website.

To learn more or to purchase The Tchibo, visit [Tchibo.com](#); follow [Instagram](#), and [Facebook](#).



### **About Tchibo**

Founded in 1949, Tchibo has been delighting coffee connoisseurs for over 70 years, becoming the #1 coffeehouse in Europe. Now available in the U.S. and carried throughout Europe, Tchibo is the roasted coffee market leader in several European countries. In addition to coffee products, Tchibo operates a wide range of non-food businesses in Europe with a large retail arm operating in more than 900 shops, 24,300 outposts at third-party retail outlets, and online stores. Tchibo has 11,450 employees worldwide, and generated revenues of over \$3.6 billion in 2019.

The Tchibo difference is grounded in the concept of RÖST FRISCH, redefining what it means to be fresh. From growing and harvesting to roasting and packaging, every step in the Tchibo process is 'fresher by design' and dedicated to creating exquisitely fresh coffee for consumers to enjoy at home. Tchibo recognizes that it is imperative to have a healthy planet to achieve the freshest and most sustainable coffee. With global headquarters in Hamburg, the family-owned business has been recognized with multiple awards for its sustainable, fair-trade practices, including the award for Corporate Ethics and the Environmental Logistics Award and the European Union's CSR Award. In 2016 Tchibo was awarded Germany's most sustainable major enterprise. Learn more at [Tchibo.com](#); follow us at [Instagram](#), and [Facebook](#).

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