



NEWS RELEASE

# Ninja Hot & Cold Brewed System™ Takes You Beyond The Coffeehouse

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NEEDHAM, Mass., Sept. 18, 2018 /PRNewswire/ -- Ninja®, a leader in household innovation, introduces the Ninja Hot & Cold Brewed System, a first-of-its-kind coffee and tea maker that brews an entire menu of hot and cold drinks fresh when you want them. This one appliance delivers a multitude of ways to enjoy coffeehouse favorites at home. Create cold brew coffee and tea, matcha masterpieces, macchiato-style specialty brews, and more.

Bring 10-minute\* cold brew and an entire menu of coffee and tea options to your countertop. \*Brew times vary from approximately 10–15 minutes depending on cup size.

Ninja Hot & Cold Brewed System™ takes you beyond the coffeehouse.

This expertly programmed brewing system consistently produces quality drinks using new, advanced Thermal Flavor Extraction® automated brewing technology, which knows the precise temperatures, correct bloom times, and proper levels of saturation for every possible beverage combination to ensure a great taste every time.

This next-generation system lets you to indulge in the style and size of drink you want within minutes—even cold brew. You can now make fresh cold brew in as little as 10 minutes and authentic iced coffee and tea, as well as other favorites like frothy specialty drinks, and classic or rich-strength coffee and tea. While other cold brew machines on the market require up to 24 hours for steeping, this new breakthrough brewer uses an accelerated lower-temperature brewing process to create a smooth, naturally sweet cold brew beverage in as little as 10



minutes—no overnight wait required. It can also create hot-brewed over ice coffee or tea with a vivid, never-diluted authentic flavor.

"Coffeehouses are known for having an endless selection, but current at-home brewers haven't given users the vast variety of choice we thought possible, and certainly not all in one product," says Mark Rosenzweig, CEO of SharkNinja. "The Ninja Hot & Cold Brewed System changes the category entirely. This innovative system is more than just a machine you use in the morning; it's your all-day brewing partner. Ninja is setting the new standard for what premium coffee and tea enthusiasts should own."

Benefits of the Ninja Hot & Cold Brewed System:

- An entire menu of coffee and tea options: Enjoy fresh cold brew, over ice, specialty, classic, or rich coffee and tea using one appliance—no pods required.
- Six brew sizes: Select from single cup, XL cup, travel mug, XL multi-serve, half carafe, or full carafe sizes.
- Five brew styles: Choose between classic, rich, over ice, cold brew, and specialty options.
- Five tea types: Go for an herbal, black, oolong, white, or green variety.
- Two brew baskets: One for ground coffee and another for tea (loose leaf or bagged) keep flavors separate.
- Smart basket recognition: System automatically recognizes basket type and displays custom drink options for coffee or tea.
- Fold-away hot & cold frother: Transform hot or cold milk into silky froth in seconds.
- Removable water reservoir: Conveniently located on the side for easy removal and filling.
- Integrated Ninja Smart Scoop™: Perfect ingredient measurements every time.

The Ninja Hot & Cold Brewed System is available now at retailers nationwide, and on the **Ninja Kitchen website**, at a suggested retail price of \$229.99 for the premium option with thermal carafe. For more information about the new Ninja Hot & Cold Brewed System, additional Ninja products, or inspiring coffee and tea recipes, visit <http://www.ninjakitchen.com>. Follow Ninja on Facebook at **Facebook.com/NinjaKitchen**, and on **Instagram** and **Twitter** @NinjaKitchen and #NinjaInTheKitchen.

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SharkNinja LLC is an innovation leader in the consumer housewares industry and creator of the familiar household brands Shark® and Ninja®. SharkNinja provides the latest in easy-to-use, innovative technology with a growing line of solutions that consist of Shark cleaning and home care products and Ninja small kitchen appliances. Products are sold directly from SharkNinja, at major retailers, and around the world. Ninja and Shark are registered trademarks

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