

## For Immediate Release – Behmor Brazen Plus receives SCAA Home Brewer Certification July 21, 2014

We're pleased to announce the arrival of a new home brewer on the scene for those seeking the ultimate coffee extraction quality at home: the **Brazen Plus Customizable Temperature Control Brew System** from Behmor. The Brazen Plus is the first brewer to achieve this certification under SCAA's more rigorous, updated testing requirements.

The brewer is the result of a singular vision: Joe Behm, founder of Behmor, Inc and Engineer for the Brazen Plus, believed that coffee brewing consumers needed some of the specifications and better brewing quality associated with commercial coffee-brewing equipment. Joe set out to create a consumer coffee brewer that was unparalleled in features that will result in superior brewing quality. It wasn't enough to include temperature control from 190F-210F. It wasn't enough to include an oversized showerhead and pulsed water flow for better grounds saturation and extraction. Additional features like pre-soak to allow fresh coffees to bloom similar to manual pour over brewing, an oversized coffee basket for heavier coffee loading, and temperature calibration for those that don't live at sea level complete the picture. It's evident that no effort has been spared to bring precision brewing quality and customization to the home consumer.

Todd Larrabee from Behmor had this to say about their quest for SCAA certification: "The SCAA is at the center of specialty coffee. The industry and aware consumers pay close attention to the topics and certifications that SCAA tackles. Achieving the SCAA Home Brewer Certification puts the Brazen Plus in an elite group with very few other consumer brewers." The Brazen Plus Customizable Temperature Control Brew System is available as of late July, 2014. MAP retail is \$199.00.

### The Specs

- **Capacity:** 1.2 Liter, 40oz, 8 5oz cups
- **Temperature Control:** Set brewing temperature from 190F- 210F (88C-99C)
- **Programmable Brew Start Time:** Wake up to coffee with timed brew setting
- **Ideal Coffee Extraction:** Coffee grounds are fully saturated due to oversized showerhead and pulsing of the water flow.
- **SCAA Certified** for brewing quality based on specialty coffee industry standards (Specialty Coffee Association of America)
- **Elevation calibration:** Adjust your brew temperature based on elevation to achieve a hot cup of coffee regardless of how far above sea level.
- **Thermal carafe** with brew through lid keeps coffee hot
- **Stainless steel** water reservoir that's easy to fill
- **Permanent filter** included or use paper filters
- **Memory save:** Settings remain, even if the power goes out.
- **Sleep mode:** Saves power when not in use
- **2 year warranty**

Behmor, Inc is distributed in North America by Boyd's Coffee, Portland, OR. Please direct inquiries regarding Behmor products to [Behmor@boyds.com](mailto:Behmor@boyds.com) or 855 9BEHMOR (855 923 4667).

