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Experience A Faster, Bigger, Bolder Cup of Coffee with TOUCH™ Brewers

Newcomer Touch Coffee & Beverages Revolutionizes the Single-Serve Coffee Platform for "A Perfect Cup. Every Time."

LOS ANGELES, Calif. - While single-serve coffee systems continue to gain popularity, there have always been drawbacks: weak coffee, the ability to brew only a small cup at a time, and most notably, flawed coffee capsule designs and water heating systems. Touch Coffee & Beverages has reinvented the single-serve coffee platform with the release of its ground-breaking TOUCH Brewers and re-engineered capsules and will be showing their impressive product line up at the 2016 International House & Homewares Show. Their easy-to-use systems brew superior-tasting, coffee shop-quality coffee in significantly less time than current machines and are fully compatible with any cup at all—from existing Keurig K-Cups® to generic cups, in addition to Touch's ground-breaking XBold™ Cups, XPlus™ Cups and reusable Refill Jumbo Cup™. **Please visit the brand at booth L12450 for a product demo and a FREE cup of coffee to see—and taste—the difference.**

According to the [National Coffee Association USA](#), the ideal water temperature for a good cup of coffee is "between 195-205 degrees Fahrenheit for optimal extraction." TOUCH Brewers reach this ideal temperature by using its Flash Heating system and starts brewing in under 20 seconds after being off all night. Plus, Touch heats just enough water for the selected cup size as opposed to the entire tank of water, and the machine turns itself off after using, making it more energy efficient than its competitors.

Touch's superior coffee quality is also due to the fact that the hot water has more contact with the coffee grounds, which ensures that all of the coffee flavor is extracted. Other machines take much longer to warm up and then shoot water through the coffee grounds too quickly, so you end up throwing away untapped flavor with the used capsule. Even with a slower, more deliberate brew, when factoring in the warm-up time, TOUCH still turns out a cup of joe in a fraction of the time.

Compared to most K-Cups®, which only fit up to 11.5 grams of coffee, XBold™ Cups pack up to 15 grams of coffee and XPlus™ Cups provide up to 18 grams of coffee. Flavor Grooves circulate the water through the coffee grinds to release bold aromas and flavors. For bigger volumes, the Refill Jumbo Cup™ packs up to 40 grams of your favorite coffee grounds—ideal for filling a carafe or large travel mug.

With Touch, you can customize your coffee experience and brew larger cups of coffee without sacrificing flavor. The various models allow for a choice of different cup sizes and brew strengths. Plus, a removable 90-ounce water tank has a greater capacity and is shorter in height than its counterparts, meaning you will be refilling less often, and it will be less awkward when you do.

"We have incorporated our innovative technology to our single-serve system—and the single-serve cups that accompany it—with one goal in mind: a perfect cup, every time," says CEO Sam Kim. "Not only did we succeed at designing a machine that produces coffeehouse-quality coffee, but we have also made it convenient, intuitive, quiet and quick with a high-end design."

TOUCH Brewers are currently available online and in select Best Buy locations. For additional information about the revolutionary TOUCH Brewers, accessories and coffee, please visit www.TouchBeverages.com.

About Touch Coffee & Beverages

Touch Coffee & Beverages is an innovation-driven company with over a decade of experience in developing, manufacturing and marketing electronics and kitchen appliances. The company is revolutionizing the single-serve coffee platform for both home and office with re-engineered cups and advanced brewing technology for producing coffee shop-quality coffee. For more information, please visit www.TouchBeverages.com.

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