

Capresso Celebrates 25 Years of The Best in Brewing

MONTVALE, NJ — Capresso celebrates 25 years of the best in brewing in 2020, with new products, an expanded assortment, and a vision for future growth.

The brand name originally combined “cappuccino” and “espresso” to create something new in the world of coffee. The Capresso CoffeeTEAM, the first coffee maker/burr grinder combination and Capresso’s first major new product, was featured on NBC *The Today Show* as the new product of the year in 1995.

Capresso has grown and expanded with evolving beverage trends, and now spans a number of important categories: coffee makers, espresso machines, coffee grinders, milk frothers, water kettles, iced tea makers, coffee beans and care products. Recent new product introductions include a series of upgraded models: Grind Select, H2O Select, EC Select and froth Select. The [Capresso Blog](#) offers enticing tips and recipes that have increased the brand’s extensive social media following.

Capresso has been responsible for many industry firsts, including the first coffee maker with a built-in conical burr grinder, the first pump espresso machines with stainless steel lined ThermoBlock, the first stand-alone automatic milk frother for home use, the first automatic coffee maker with a stainless steel thermal carafe and stainless steel lined heating system, and the first burr grinder with an exclusive electronic sensor.

Capresso products are widely acclaimed in the news media, including *Good Housekeeping*, *Cooking Light*, [theKitchn.com](#), *Pop Sugar*, *Imbibe Magazine*, *HGTV*, *Men’s Health*, *MSN*, *CNET*, *CNN*, *Bustle*, [Heavy.com](#), [Mashable.com](#), [Reviewed.com](#), *Family Circle*, *Consumer Reports*, *Serious Eats* and more. As an important brand in the cultural landscape, Capresso products have been seen on *Modern Family* (ABC), *Big Little Lies* (HBO), *Billions* (Showtime), *NCIS LA* (CBS), *Games People Play* (BET), *The L Word* (Showtime), *The Unicorn* (CBS), *The Affair* (Showtime), and more.

“The trends point to strong continued growth for the Capresso brand. The American consumer is becoming more and more sophisticated in their beverage tastes, and choice of beverage has become a mark of personality. Additionally, people want and expect top quality beverages at home, not just when they go out. Put this together with Capresso innovation and it adds up to exciting prospects for the next 25 years,” said David Shull, Executive Vice President, Marketing and Communications, for JURA Inc.

Capresso offers innovative coffeemakers, espresso machines, grinders and other kitchen electrics for those who want the best. The Capresso line is on display in JURA Showroom & Conference Centers in Atlanta (Building 2, Floor 8, Room 869B), Dallas (TM 2507) and Las Vegas (C164). For more information, contact 201-767-3999, email contact@capresso.com, or visit capresso.com.