



## **CAFÉ™ Offers Endless Possibilities and Design Flexibility with the Industry's Newest Single Drawer Dishwasher**

*Created with Ease and Ergonomics in Mind, CAFÉ's Single-Drawer Dishwasher Enhances Life at Home*

**LOUISVILLE, Ky., Feb. 27, 2024** – CAFÉ™ is launching a new dishwasher solution with its launch of the CAFÉ Single Drawer Dishwasher. Installed at counter height so owners don't have to bend over to load or unload dishes, it is the perfect solution for those who seek out ease and accessibility but don't want to sacrifice style.

On its own, a single dish drawer is an ideal solution for flexibility in the kitchen and beyond. Outfit the home bar, scullery kitchen, mother-in-law suite, pool house or more with additional dishwasher flexibility throughout the home. Two units in the kitchen allow for a beautiful aesthetic that matches ergonomic design with ease and convenience.

Building on CAFÉ's existing dish lineup, this latest innovation comes as a natural evolution of the brand's [Dishwasher Double Drawer](#), taking inspiration from its comfortable design, convenience and distinct appearance.

"With each home comes unique needs. Maybe you're looking for greater functionality in your kitchen or looking to outfit an alternative space like a coffee bar or basement entertaining space with fully functional appliances. With this new dishwasher, you have more choice while being able to stay true to your style," said Justin Bovard, executive director of product management for dishwashers.

"In fact, these additional spaces seem to be growing in popularity – in a recent survey<sup>1</sup> that GE Appliances conducted among custom home builders, 92% said they were likely to design a space with this dishwasher. Of the areas of the home they'd design a space for a product like this, the most popular were scullery kitchen (22%) bar area (20%) and mother-in-law suite (18%) – indicating an increasing desire for dishwashers in more areas of the home," said Bovard.

The CAFÉ Single Dishwasher Drawer is 24" wide — the same width as a traditional dishwasher and holds up to seven place settings, including large pots. It also offers a Knock to Pause feature that allows you to pause mid-cycle simply by knocking on the door to add items.

Beyond the features of the Dishwasher Double Drawer, it offers WiFi for additional convenience and control. Monitor performance, check status and automatically reorder detergent from the palm of your hand.

In keeping with the customizable offerings of the CAFÉ brand, owners can combine any of CAFÉ's three signature premium finishes and six hardware options to create a stylish appearance to reflect their personal tastes.

The CAFÉ Single Dishwasher Drawer is available at select retailers starting at \$1,299. It will make an appearance at the CAFÉ booth at KBIS this year, showing designers and builders how to leverage this functional piece with utmost style. Visit the CAFÉ KBIS booth #W2317 or schedule a booth tour by emailing [geappliances@allisonworldwide.com](mailto:geappliances@allisonworldwide.com).

For more information about CAFÉ and available products, visit [cafeappliances.com](https://cafeappliances.com) or follow @cafeappliances on Instagram, TikTok, Pinterest, or YouTube.

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<sup>1</sup> CAFÉ Dishwasher Drawer Concept Survey, Southern Living Custom Builders

**About CAFÉ™**

As a leader in design choice and performance, CAFÉ™ offers a full suite of distinct kitchen appliances with elements inspired by the latest fashion trends. Offering customizable appliances at a mass premium price point, CAFÉ fuels self-expression by empowering its owners to reflect their own style and personality through its line of major and small kitchen appliances. For the latest products, visit [www.cafeappliances.com](http://www.cafeappliances.com) or follow @cafeappliances on Instagram, TikTok, Pinterest, or YouTube.

**About GE Appliances, a Haier company**

At GE Appliances, a Haier company, we come together to make "good things, for life." We're creators, thinkers and makers who believe that anything is possible and that there's always a better way. We're a company powered by our people, made stronger through our diversity — allowing us to grow closer than ever before to our owners, anticipate their needs and enhance their lives. Today, our appliances are in 50 percent of all U.S. homes, and our business is committed to serving every family in the country. We manufacture and sell products under the Monogram®, Café™, GE Profile™, GE®, Haier™ and Hotpoint™ brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, wine & beverage centers, air conditioners, small appliances, water filtration systems and water heaters. For more information on our company, brands, and corporate citizenship, visit [www.geappliancesco.com](http://www.geappliancesco.com).