

# nutribullet<sup>®</sup> Launches Brew Choice<sup>™</sup> Pod + Carafe in Continued Expansion Across the Kitchen

The company best known for convenient and easy-to-use blenders is widening its portfolio into the coffee space

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**nutribullet<sup>®</sup>**

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LOS ANGELES, Sept. 21, 2021 /PRNewswire/ -- [nutribullet<sup>®</sup>](#) continues to expand its family of products across the kitchen with the launch of the [nutribullet<sup>®</sup> Brew Choice<sup>™</sup> Pod + Carafe](#), a dual coffee maker that allows for both single-serve pods and drip brewing. The nutribullet<sup>®</sup> Brew Choice<sup>™</sup> Pod + Carafe marks the brand's first time extending outside of blenders and juicers and breaking into the coffee category.

nutribullet<sup>®</sup> Brew Choice<sup>™</sup> Pod + Carafe

An innovative and competitive product in the market, the Brew Choice<sup>™</sup> Pod + Carafe is an all-in-one coffee maker with a small footprint designed to fit into any kitchen. It is equipped with brew sensing technology that automatically detects whether the user has inserted a pod or a filter with grounds, instinctively sensing what to brew. The Brew Choice<sup>™</sup> Pod + Carafe accommodates a full carafe and everything from a standard mug to a 7" travel cup, allowing users to choose their preferred brewing style, cup size and number, strength, and coffee brand and flavor, creating a fully customizable coffee experience.

"We are excited to be launching into the coffee category," said Justin Giouzepis, Chief Marketing Officer at nutribullet<sup>®</sup>. "Consumers' coffee habits have rapidly changed over the past year and we're proud to offer an innovative solution that meets the demands for making great coffee with increased flexibility and simplicity, all within a compact unit."

Additionally, the Brew Choice<sup>™</sup> Pod + Carafe is designed with brew pause, anti-drip technology and a heat plate that keeps the carafe of coffee hot for up to two hours. While the Brew Choice<sup>™</sup> Pod + Carafe is easy to use, it is also easy to clean and comes with dishwasher-safe components and accessories, such as a removable mug platform and reusable pod and grounds filter.

The Brew Choice™ Pod + Carafe standard model will retail for \$139.99. Consumers can purchase the Brew Choice™ Pod + Carafe now at [nutribullet.com](https://www.nutribullet.com), Target stores, Best Buy stores, Amazon.com, and many other online sellers. For more information, or to purchase the nutribullet® Brew Choice™ Pod + Carafe, visit <https://www.nutribullet.com>.

### **About nutribullet®**

We believe that good nutrition has the power to transform lives and that everyone deserves the best nutrition. Since 2003, our company has been on a mission to inspire and enable transformational nutrition for people all around the world. We do this by designing and delivering an ecosystem of products and services that strive to integrate better nutrition into everyday life. With over 70 million happy customers worldwide, our family of products are available directly from [nutribullet.com](https://www.nutribullet.com) and Amazon, and at most major North American retailers and sold in numerous countries. Our goal is to make nutrition simple, easy, and impactful.

### **Media Contact:**

Megan Snodsmith

815-954-6781

[megan.snodsmith@spoolmarketing.com](mailto:megan.snodsmith@spoolmarketing.com)

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