



FOR IMMEDIATE RELEASE

Introducing the Ground Control SM - Revolutionizing Coffee Brewing Worldwide

Oakland, CA, October 24 2024 – Ground Control, manufacturer of the world's most advanced commercial batch coffee brewing system, today announced the first shipment of its latest product, the Ground Control SM. The SM is the recipient of the Specialty Coffee Association's 2024 Best New Product award.

Designed for coffee shops, restaurants, hotels, and foodservice operations, the Ground Control SM is redefining coffee brewing using a proprietary multi-cycle extraction technology. Priced at an MSRP of \$7,850, it offers time and cost savings to businesses while delivering a high-quality sensory experience to their customers.

The Ground Control SM boasts the same innovative multi-cycle extraction process that powered the success of its award-winning predecessor, the Cyclops. The new brewer has additional features, a compact and minimalist design, and a 30% lower price. It offers precision control over brewing variables—time, temperature, and agitation—capturing the most desirable flavors and unique character notes.

The Ground Control SM brews up to one gallon of cold brew coffee in under 10 minutes. It dramatically simplifies the process, producing coffee with both complex flavors and superior taste. It can brew cold brew, hot coffee, tea, and espresso-strength concentrate back-to-back so that operators can meet their customers' needs in real-time.

The Ground Control SM uses up to 30% fewer beans than traditional batch or drip brewers, making it the most cost-effective brewing system on the market. Its easy-to-use digital interface gives businesses the flexibility to brew a variety of recipes. With over 50 pre-set recipes developed by the Ground Control team, users can start brewing exceptional coffee right away. More experienced users can fully customize brewing parameters, enabling them to fine-tune recipes to their exact preferences.

"It is exciting and gratifying to see the roll-out of our newest batch brewer," says Eli Salomon, Co-Founder and Executive Chairman. "Many years of research and development have gone into this second, more innovative and enhanced product. The Ground Control SM truly fulfills our vision of advancing cutting-edge coffee technology".

The release of the Ground Control SM follows a period of growth and expansion at Ground Control. The company recently introduced a new leadership team with Arno Holschuh as its new CEO. Holschuh brings over 20 years of coffee industry experience to the role, having held leadership positions at Bellwether Coffee and Blue Bottle Coffee. Holschuh adds, "It is an honor to build upon the company's legendary innovations and performance in brewing. The SM takes everything we have learned and deploys it in a package that meets consumers' evolving tastes, with amazing capabilities for cold brew and iced espresso-based drinks. It improves the bottom line for operators. And we did this while improving our performance on the core task for which we are best known: The coffee just tastes better."

The Ground Control SM brewing system is available to order for businesses worldwide. For more information or to place an order, visit <https://www.groundcontrol.coffee/contact/>.

About Ground Control

Ground Control is the manufacturer of the world's most advanced commercial batch coffee brewers and is committed to advancing the art and science of coffee preparation through technology. Headquartered in Oakland, CA, Ground Control has revolutionized the coffee industry with its patented multi-cycle extraction process, delivering unmatched precision and quality in batch brewing. The company's original flagship product, the Ground Control Cyclops, received the Specialty Coffee Association's 2018 Best New Product Award, while its latest model, the Ground Control SM, continues the legacy of innovation with enhanced brewing capabilities and a lower cost. Ground Control's products are designed for coffee professionals and businesses that demand superior flavor, versatility, and operational efficiency. Learn more at <https://www.groundcontrol.coffee>.

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