

## **Something Extraordinary is Brewing: Introducing The Primula Speak n' Brew**

*The PRIMULA Speak n' Brew is the first ever voice-interactive coffeemaker that asks, "Would you like to set the clock or set the coffee brewing time?" and operates in response to your verbal commands is now available for purchase*

**Nov. 1, 2009** - [PRLog](#) -- The PRIMULA Speak n' Brew is the first ever voice-interactive coffeemaker that asks, "Would you like to set the clock or set the coffee brewing time?" and operates in response to your verbal commands. Simply saying, "Set the coffee brewing time," or "Set the clock," will prompt the machine to reply, "Please say the time, including AM or PM." It uses an advanced voice recognition system to identify any time of day you speak, eliminating the hassle of fussing with buttons. The stainless steel coffee maker includes a reusable, dishwasher-safe plastic filter specially designed to allow the water to thoroughly saturate coffee grounds, maximizing the richness and aroma of coffee. The coffee machine brews up to 10 cups at once and allows you to remove the carafe during brewing to pour a cup. To prompt the coffee maker to speak, simply press the "Talk" button; it can also be operated manually.

According to Brian Melzer, Vice President of Primula, "Our fast paced modern world demands instant gratification without sacrificing quality. With the addition of the Speak n' Brew to our product line we knew that we would be able to offer our customers not only something that they would enjoy and have fun using, but also something that would make their lives easier. It was very important that we were able to offer a product that would be consistent with the quality our customers have come to expect from the Primula brand for nearly 40 years."

Since more than two-thirds of all adult Americans are coffee drinkers and nearly 50% start their day with a cup of coffee in their own kitchen, the Primula Speak n' Brew is the perfect addition to any home and makes a great gift for birthdays, bridal showers, Fathers' Day, housewarmings and the holidays.

The PRIMULA Speak n' Brew has a suggested retail price of \$79.99 and will be in stores and available online on November 1, 2009 at Amazon.com, Bed Bath and Beyond, Hammacher Schlemmer, Macy's, primulaproducts.com and other fine retailers nationwide..

The PRIMULA Speak n' Brew 10 cup coffee maker offers the following features:

- Voice Activated Timer
- Stainless Steel Construction
- LCD Screen
- Pause and Serve Function
- On/Off Indicator Light
- Manual One-Touch Brew Start
- Removable Filter Basket
- Water Level Indicator
- 2 Hour Auto shut off
- UL approved

### About Primula

Since 1970 the Primula brand has stood for quality hot beverage products. Speak n' Brew is the latest innovation that brings together exciting new features and design, transforming the ordinary into the

extraordinary. Primula's products are consistently ranked among the best in their category. Their most recent product launch Primula Flowering Teas are currently sold at more than 20,000 retail locations.

Primula is a division of Epoca Inc, a privately held corporation that has been owned and operated by the Melzer family since 1946. With each succeeding generation of the family, Epoca has been able to continually bring new products into the market. Epoca is also a market leader in green initiatives.

PRIMULA: Making Ordinary Moments Extraordinary

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