



# pamperedchef

## Deluxe Coffee Machine

### BACKGROUND

Pampered Chef® is committed to helping bring loved ones together around the table by providing recipes, inspiration, and high-quality products that simplify, inspire, and last.

Post-pandemic, more customers began creating coffee-house-quality beverages at home. Pampered Chef® identified an opportunity to help them save time and money by skipping the drive-thru, with a holistic offering of recipes, content, and a unique product to fill a product gap in the marketplace.



### Deluxe Coffee Machine

- A** Nespresso®, K-Cup®, and ground coffee inserts store conveniently inside
- B** Sleek, landscape profile creates more usable counterspace
- C** Water tank can be easily removed while tucked under the cabinets

### OPPORTUNITIES

Pampered Chef® set out to enter the \$434M coffee and espresso maker market, to expand its product portfolio and drive incremental revenue and bookings, with a unique product designed to address three key gaps in this space:

- There was no all-in-one machine that could make espresso, Nespresso®, K-Cups®, ground coffee, and clean hot water.
- The day-to-day user experience was inconvenient—most machines need to be pulled from the upper cabinets to refill the water tank or require precision skills to use.
- Most coffee machines are bulky and deep, wasting valuable counterspace.

### SOLUTION

In 2024 Pampered Chef® launched the Deluxe Coffee Machine, a **first-of-its-kind, all-in-one machine** that makes high quality espresso, Nespresso®, K-Cups®, ground coffee, and clean hot water.

The Deluxe Coffee Machine simplifies at-home brewing with patent pending technology that automatically reads each of the five compatible inserts and selects the optimal brewing size, cycle, and pressure.

Its sleek design features a water tank that can be easily refilled while tucked under the upper cabinets, keeping front counter space free for coffee prep.



## DEVELOPMENT

Pampered Chef® conducted extensive research with both customers and consultants to ensure the Deluxe Coffee Machine makes specialty coffee more approachable, while addressing key gaps in the market.



**Consultant Focus Groups**—Met with consultants to understand common pain points and preferences in home brewing.



**Strategic Research & Development**—Conducted discovery sessions, design exploration, competitive testing, and performance benchmarking.



**Design Process**—Refined the design three times, incorporating early input from the consultant focus groups.



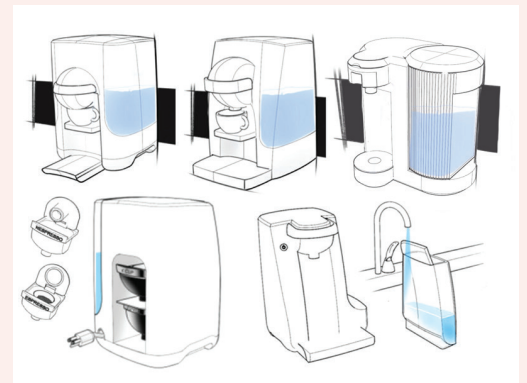
**Testing & Refinements**—Ran multiple consumer panels and tested prototypes, focusing on user experience and flavor output.



**Product Support & Inspiration**—Pampered Chef's® culinary and content team created a user guide, more than 12 supporting recipes, and compelling social content to drive additional value and support.



**Launch Plan**—Launched a full line of products designed to create specialty coffeehouse drinks at home, including a heated electric milk frother, cold brew coffee pitcher, insulated pitcher, level and funnel scoop, and gourmet coffee syrups.



## BUSINESS RESULTS

- With the launch of the Deluxe Coffee Machine, Pampered Chef® entered the coffee category with a line of 11 coffee products, selling over 280,000\* units in the category and generating over \$14M\* in sales and growing.
- This product launch drove a favorable mix of both bookings and sales, with 2 out of 3\*\* Deluxe Coffee Machines sold to party hosts at a discounted rate, while the rest were sold to guests.
- The Deluxe Coffee Machine is patent pending for the "smart" inserts, which would give Pampered Chef® a strategic advantage in this category for up to 20 years.

\*March 2024-May 2025

\*\*June 2024-May 2025

**\$14M**  
REVENUE

**280k**  
UNITS SOLD

UP TO  
**20**  
YEARS  
PATENT PENDING

**2 OUT OF 3**  
SOLD TO HOSTS

