Waring Pro Professional Espresso Maker

1. **Product Description:**

   Waring Pro's new Espresso Maker has an advanced thermo block system and a 42-ounce capacity water tank. It includes 15-bars of pressure for professional-style espressos, cappuccinos and lattes, and a cup warmer on top of the unit. The Espresso Maker makes one or two cups at a time and uses ground coffee or pods. It also has a removable drip tray for easy cleaning.

   Availability: May 2012

2. **Model number and everyday price:** ES150; $399

3. **Story Angles/Statistics/Facts/Anecdotes:**

   a. ***Kitchen Couture***
   Consumers looking for a way to elevate the status of their kitchens need look no further. Waring's new Espresso Maker is an elegant and inspired aesthetic addition to the countertop, and will add an air of sophistication and élan to one of the most visible rooms in the house.

   b. ***The Art of Entertaining***
   Intricate latte art is all the rage in coffeehouses these days. From simple hearts and stars to fanciful abstracts and even mini-portraits, coffee has become the new canvas. Coffee fans can now showcase their own creativity at home and impress their guests with a coffee art kit; all they need is the Waring Espresso Maker and a barista latté art tool set, and voilà—a mocha masterpiece.

   c. Consumers can use the ES1500 to practice for the ***World Barista Championship***. Each year, competitors representing more than 50 Nations each prepare four espressos, four cappuccinos, and four original signature drinks to exacting standards in a 15-minute performance set to music. http://worldbaristachampionship.com/