



Espresso Made Right

Press Release

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Back to Basics with Espresso Made Right

Ever since Desiderio Pavoni bought the rights to Luigi Bezzera's coffee making machine in 1903, the espresso, and the way in which it is made, has been constantly evolving. The method of pulling an espresso shot has been as much about coffee as it has been a reflection of the current technology and popular culture. This holds true especially today as Sergio Landau set out to create the next generation of espresso makers, one that was in-line with the need for sustainability and simplification in an increasingly complex world. He asked the question, "What is the bare minimum needed to craft a professional level espresso?" The answer was the Flair Espresso Maker.



Signature

The Flair Espresso Maker requires no electricity to operate and has no need for wasteful coffee pods. Boiling water is added to a brewing cylinder that sits atop a portafilter filled with freshly ground beans. To brew, the boiling water is forced into contact with the fresh grounds by lowering the manual lever, which generates between 9-16 BAR pressure, exactly that required for premium coffee extraction. The result is a beautiful, professional-quality double shot of espresso with layers of thick crema on top. Cleaning is also extremely simple, as Landau created the Flair with the market's only removable brewing head.

Originally manufactured and sold in a black and red design, Flair recently released their Signature edition to provide customers with a more modern look. The Signature is still made from the same high quality materials, like strong aluminum and stainless steel, but the Signature is a full chrome body with a copper highlighted portafilter base. This high-end aesthetic is meant to satisfy even the most discerning of customers, and will be the centerpiece of any kitchen. In addition, both versions of the Flair Espresso Maker break down and store in a custom carrying case, allowing customers to travel light and still enjoy their espresso from anywhere.

Since the original launch of the Flair Espresso Maker back in February of 2017, over 2,000 units have been sold as customers buy into the idea of espresso made right, sustainably and purely. Customers have been impressed not just with the design but also the quality of espresso they receive from the Flair for the relatively inexpensive price point of below \$200. "I challenge anyone to find an espresso maker that produces better quality espresso for the price, or any price close to it," commented one Amazon customer. And indeed, others believed this quality of espresso couldn't exist in a package so simple. "[The Flair] seems simple, and it is, but we are often so skeptical and picky that we feel this sort of thing ought not to exist," commented one reviewer on Home-Barista.com.

But the Flair Espresso Maker does exist, and now with two elegant offerings any customer can begin to make espresso right.

www.flairespresso.com

