



Espresso Made Right

Press Release

Flair Welcomes a New Family Member - Introducing the Signature Black

by Jeffrey Walcott
jeff@flairespresso.com

February 22, 2018

LAGUNA NIGUEL, CA - It's lonely at the top. That's why we at Flair decided to give the Flair Signature, our flagship espresso maker, a bit of company. Starting February 22nd, the Flair family is growing to add the Signature Black to our portfolio of products.



Made from the same high-quality materials as all other Flair Espresso Makers, the Signature Black features a modern matte finish with the Signature Series' premium copper-plated portafilter base. It's an elegant compliment to the chrome of our original Signature, and provides discerning customers with the ability to keep a darker styling in their kitchens or at their coffee stations.

As with all Flair Espresso Makers, the Signature Black 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.

www.flairespresso.com





Espresso Made Right

Key Features of the Signature Black Include:

- 100% Human-Powered, Manual Espresso Press
- Environmentally Friendly - No pods and no plugs
- Easy to Clean - Features the markets only detachable brewing head and Easy-Clean Portafilter
- Completely Portable - breaks down into an included carrying case
- Hand-polished, cool matte finish with copper-plated portafilter base

But, just as with most things at Flair, we decided to outdo ourselves. The launch of the Signature Black also coincides with the launch of our new Easy-Clean Portafilter. This premium portafilter features a removable spouted bottom that makes cleaning easier and faster. After brewing just remove the spout, rinse from both ends, and set aside to dry.



The Easy-Clean Portafilter will come standard with every Signature Series Flair, truly elevating the product to new levels of brewing greatness. But no matter which Flair you choose, you can feel confident you'll receive the same great espresso every time you lower the lever.

We at Flair know espresso, and our Signature Black is one more way to Make Espresso Right.

Flair Espresso Maker was originally launched through a successful Kickstarter campaign in November of 2016 and burst onto the handcrafted coffee scene, receiving rave reviews for the ease, consistency and level of espresso produced. Since then, Flair Espresso Maker has added two more products to their portfolio and sold thousands of units in both the U.S. and global markets.

For Media Inquiries or the Use of Media Assets Please Contact:

Jeffrey Walcott
jeff@flairespresso.com
+1 (949) 449-9988

