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**New Motif™ Brand Aligns with Perfect Company
to Bring Smart Kitchen Technology to Home Coffee Brewing**
*Motif Collection Features Smart Coffee Brewing Scale Powered by Perfect™,
Available at Williams Sonoma*

September 25, 2017 – Seattle, WA – [Motif™](#), the new line of high end home coffee brewing equipment, and [Perfect Company](#), the leading developer of connected kitchen products, announce an alliance to bring innovative smart kitchen technology to your daily cup of coffee. The **Motif Mentor™ Coffee Brewing Scale** (MSRP \$99) is designed to help anyone brew the perfect cup of coffee at home across a variety of brewing methods, including Pour-Over, Immersion, French Press and Hourglass. The app-driven scale is a part of the new Motif line of coffee brewing products designed to match each coffee drinker’s level of knowledge, priorities, lifestyle and coffee preferences. The full collection, which will launch with two coffee brewers and the smart scale, will be available in late September via Williams Sonoma.

By integrating Perfect Company’s patented smart scale technology with Motif’s deep knowledge of coffee brewing, the Motif Mentor Scale offers an interactive and simple experience that guides the user from measuring the coffee grounds to using the proper water temperature and brewing time for the perfect cup. The smart scale connects via Bluetooth to the Motif Mentor app, Powered by Perfect, which guides the user through the coffee brewing methods, weighing the coffee grounds and water as they are poured. The app also acts as the gateway to Motif’s Brew Your Best™ Library, offering a wealth of coffee information, tips and brewing techniques.

“The secret to a great cup of coffee is the perfect combination of quality coffee grounds, heat and time. Perfect Company’s precise technology will make it easy for any coffee lover to consistently achieve the perfect cup,” said André Cabrera, VP of Marketing & Product, Espresso Supply Inc. Espresso Supply is the sole distributor of the Motif brand.

The sleek and streamlined Motif Mentor Scale is one of the most accurate scales on the market, measuring with 0.1 gram precision. The Motif Mentor app will be available on iOS devices at launch time, with Tablet and Android compatibility soon following. The scale is also compatible with Perfect Company's other apps – Perfect Drink®, Perfect Bake® and Perfect Blend™.

“Working with Motif on the Mentor Scale was a natural fit for Perfect Company. We are always looking for new ways to make things easier in the kitchen, from mixing cocktails or baking a cake to brewing the perfect cup of coffee,” said Michael Wallace, CEO, Perfect Company. “The level of expertise that Motif's team brings to the coffee brewing experience is unparalleled, making them the best partner for this product.”

The Motif Mentor scale will be available online at www.williams-sonoma.com later this month. It will retail for \$99.

About Motif

Motif helps people perfect home coffee brewing through thoughtfully designed products and easy-to-understand information. It is the newest addition to the Espresso Supply Inc. (www.espressosupply.com) catalog of brands which includes consumer lines of equipment for both manual and electric coffee and tea brewing. Since 1993 Seattle-based Espresso Supply has been a leader in the specialty coffee industry providing smallwares and equipment to cafes around the world. The company is recognized as one of the largest coffee-specific suppliers with wholesale and international business in addition to their original catalog of specialty smallwares.

About Perfect Company

Perfect Company designs, develops and manufactures connected products to help consumers succeed in the kitchen. Perfect Drink, Perfect Bake and Perfect Blend Smart Scales + Recipe Apps guide anyone, regardless of experience, through each recipe to make cocktails, treats, smoothies, soups, dips and more consistently perfect each time. Follow us on [Facebook](#), [Twitter](#) and [Instagram](#). For more information, visit www.makeitperfectly.com.

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