

## **BRU to Showcase Innovative, Smart, Sustainable Tea Machine at CES 2022**

*BRU AG; a pioneering start-up founded in 2019 based in Switzerland, will showcase their innovative, high-quality electric tea brewing device at CES in Las Vegas. The tea machine solves the problems involved with the time consuming, messy and often wasteful business of tea-making, and replaces it with a seamless, more sustainable and effortlessly repeatable process.*

Supported by Innosuisse, BRU will exhibit in Las Vegas, 5-8 January 2022. Visitors to CES can share a cup of tea with BRU in Booth 62821 at the SwissTech Pavilion located at the Tech West "Venetian Expo". There they will see first-hand the world's first automated tea machine that works with any kind of tea. The convenience of a capsule machine without the expense of capsules. The smart, user-friendly solution for brewing fresh, full-taste tea at the push of a button.

After water, tea is the most consumed beverage globally. Tea drinkers who want the best possible taste know that there are many factors to consider – the quality of the tea leaves, the water temperature, and steeping time to name a few. The BRU Maker offers customers an automated, smart, user-friendly solution for making fresh tea by using any type of tea: loose-leaf or tea bag – the BRU machine will be the only one on the market that works with both. It combines the traditional tea steeping process with a new and patented technology to make consistently fresh tea at the push of a button, over and over again. It only heats the water needed for the desired cup-size, making it a more environmentally friendly option than boiling a kettle. The BRU Maker can also be used for other infusions, as well as an instant hot water dispenser, entirely replacing the need for a kettle.

The tea market is growing but to date there hasn't been a lot of innovation within the tea-brewing devices industry in order to prepare the perfect cup of fresh tea.

"We have kettles and capsule machines – that's it. When I thought about how many machines there are for coffee, I knew there was a great opportunity to bring convenience, consistency and sustainability to the world of tea." says Bogdan Krinitchko, Founder and CEO of BRU AG.

BRU is disrupting tea drinking habits that have been around for decades, even hundreds of years. People are increasingly interested in and knowledgeable about tea, more people want to make healthy choices and experience premium quality.

Filip Carlberg, co-founder and CMO of BRU, adds that "There is no other product on the market today which offers the convenience of a capsule machine with the quality of a manually brewed tea. No machine which allows you to brew one cup of fresh tea at the push of a button, provides automated cleaning, and is part of the Internet of Things."

With several new versions of the tea machine already in the pipeline, BRU is set to launch the next must-have smart home appliance in the first half of 2022, available via select retail channels and BRU's own online store. BRU will also offer a range of fresh teas and has aspirations of becoming a powerhouse within the tea industry.

### **About BRÜ**

*BRÜ is a pioneering start-up founded in 2019 and is based in Zurich, Switzerland. We have developed an automated, smart, user-friendly tea making machine for brewing fresh, full-taste tea using either loose-leaf or tea bags, providing a high quality, quick and convenient solution for tea drinkers. The innovative BRÜ Maker solves the problems involved with the time consuming, messy and often wasteful business of tea-making, and replaces it with a seamless, more sustainable and effortlessly repeatable process. Our smart home, app-connected tea machine with patented technology will be the only one on the market to work with any kind of tea. BRÜ has an eye to global*

*sales through retail partnerships and our own online shop. We have already generated more than \$1.2M in revenue in pre-sales to more than 9,500 customers and are endorsed by the prestigious Swiss Innovation Agency Innosuisse. BRÜ is all about the perfect cup of tea and our vision is to become the gold standard in tea.*

Website: [www.bru-tea.com](http://www.bru-tea.com)

Facebook: <https://www.facebook.com/wearebru>

Instagram: [https://www.instagram.com/bru\\_tea/?hl=en](https://www.instagram.com/bru_tea/?hl=en)

LinkedIn: <https://www.linkedin.com/company/42818455/>

### **Bogdan Krinitchko (Founder & CEO)**

*Combines his extensive engineering and management experience with a passion for solving problems. He loves tea but has never liked the mess and fuss of preparing it. He felt that there was a gap in the market for an innovative tea machine to make the perfect cup of fresh tea at the push of a button, without using capsules. Had his first company at age 24 and holds a Bachelor's degree in engineering, major in electrotechnics and automation - BZU Zürich.*

[bk@bru-tea.com](mailto:bk@bru-tea.com)

### **Filip Carlberg (Co-Founder & CMO)**

*Has a background in marketing and sales, with broad experience in the beverage industry. Has been instrumental in building several global brands. Holds a Bachelor's degree in business administration, major in marketing - Halmstad University. Master's degree in business administration, major in management from School of Business, Economics and Law – Gothenburg University.*

[fc@bru-tea.com](mailto:fc@bru-tea.com)