

Single Serve Coffee Maker

3 Simple Steps



Product Name/MSRP

Hamilton Beach® The Scoop Single Serve Coffee Maker (Model 49981)
MSRP: \$69.99

Availability

September 2011

Toll-Free Number and Web Site

800-851-8900; www.hamiltonbeach.com

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Press Room

Go to www.hamiltonbeach.com and click “press room.”
Images of Hamilton Beach® products on-line at <http://www.hbps-imagebank.com>



Good Thinking® Features

Use your favorite ground coffee – This single serve coffee maker uses grounds instead of pods, giving you the freedom to choose the flavor and strength. Perfect for cost-conscious coffee-lovers who want the flexibility to customize their drink every time.

Three easy steps: 1. Scoop 2. Place 3. Brew – Simply scoop the right amount of your favorite coffee using the scoop filter, place it in the coffee maker and fill with water, then brew fresh, single serve coffee. It's that simple.

All-in-one, scoop filter – The scoop is also the filter, saving steps when you make coffee on a busy morning.

Just brew and go; no carafe needed - Brew up to 14 ounces directly into a tall travel mug. No carafe means less hassle. Makes 8 ounces in less than 90 seconds.

Brews hot for better taste – This single serve coffee maker has a high brewing temperature so you'll have tastier coffee.

Tips for A Fresher Cup of Coffee

- Four things reduce coffee's freshness: oxygen, moisture, heat and light. Because less of its surface area is exposed to air, whole bean coffee typically stays fresh longer than ground coffee. Grinding your coffee beans every time you brew can preserve freshness.
- Taste two or three types of coffee at a time to find the one that appeals to you most.
- To get the best results, look for coffee beans that were recently roasted and grind them every time you make a cup of coffee.
- When in doubt about freshness, look for a “use by” date on the package or follow the online recommendations of your coffee brand.