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SimpliciTea Delivers Proven ROI and Redefines Tea Service for High-Volume Operators

Richardson, TX, April 27, 2026 – Appliance Innovation (AI), a leader in advanced foodservice engineering, is accelerating nationwide deployment of its Automated Fresh Brew SimpliciTea platform— a high-performance beverage platform proven to deliver measurable financial returns, operational savings, and category-changing results for beverage programs.

SimpliciTea has already been deployed at scale across major national retailers, including installation of its 425th unit at QuikTrip. Additional national chains are currently evaluating the platform through pilot programs to support continued expansion across convenience retail locations nationwide. The platform delivers measurable profit growth, reduces labor dependency, and transforms beverage operations in high-volume environments.

Unlike traditional batch brewing systems, SimpliciTea brews tea fresh on demand and proprietary technology extends the fresh taste - eliminating the waste, downtime, and labor associated with batch preparation.

Operators using SimpliciTea report measurable operational gains, including:

- Up to 90% reduction in labor requirements and product waste
- Self-cleaning operation that reduces daily maintenance requirements
- Fresh and consistent taste in every cup - never stale
- Expanded offerings and customization with multiple sweetness levels, options to add flavors or serve flavors as Refreshers
- Rapid payback timelines within the first year of installation

“Operators need solutions that actually make them money,” said Phil McKee, Founder and CEO of Appliance Innovation and inventor of TurboChef. “With SimpliciTea, we’re seeing systems pay for themselves within the first year while generating \$25,000 in additional annual profit. Those numbers come from real installations operating every day.”

In addition to operational improvements, SimpliciTea delivers built-in beverage analytics that provide operators with detailed visibility into consumer preferences. The system tracks

selections such as flavor choices and sweetness levels, allowing operators to make data-driven decisions about menu offerings, optimize product mix, and better align beverage programs with customer demand.

As beverage programs become an increasingly critical profit center, operators are turning to systems that protect margins while scaling operations. Early adopters of SimpliTea report measurable gains in efficiency, product consistency, and profitability.

“Iced tea is a critical category for our business, and we saw a clear opportunity to improve both product quality and operational efficiency,” said Stephanie Hurt, former Head of Innovation & Product Development at QuikTrip. “With the SimpliTea platform, we’ve reduced waste, simplified daily operations, and expanded flavor and sweetening options for our customers while maintaining consistency across every location.”

SimpliTea is now available nationwide for operators seeking to expand beverage programs, improve operational efficiency, and increase profitability.

For more information, visit getsimplitea.com.

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About Appliance Innovation

Appliance Innovation (AI), headquartered in Richardson, Texas, is a leading developer of advanced foodservice equipment platforms that help operators solve real-world challenges in speed, labor, consistency, and profitability. With more than 100 patents and a track record that includes breakthrough cooking technologies such as TurboChef and Vector Multi-Cook, AI applies deep engineering, operator collaboration, and data-driven design to create next-generation systems for commercial kitchens and beverage programs.

The company’s Automated Fresh Brew portfolio, featuring SimpliTea and COFU (Coffee Of The Future), brings fresh-brewed, highly customizable coffee and tea to high-volume environments through compact, self-cleaning, and easy-to-operate platforms. By combining innovation with practical operator insight, Appliance Innovation enables convenience stores, QSRs, corporate foodservice operations, healthcare systems, hotels, and other multi-unit brands to elevate guest experience while improving operational efficiency and margins. The AFB SimpliTea 1500 has already been honored with a Kitchen Innovations 2025 Award by the National Restaurant Association, adding to Appliance Innovation’s previous KI Awards honors.

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