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› BELLA 12-Cup Programmable Coffee Maker Instruction Manual

## BELLA 35203

# BELLA 12-Cup Programmable Coffee Maker

Model: 35203 | Brand: BELLA

## 1. INTRODUCTION

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Thank you for choosing the BELLA 12-Cup Programmable Coffee Maker. This appliance is designed to provide fresh, delicious coffee with convenience and ease. Its compact design and advanced features make it a perfect addition to any kitchen or office setting.



Figure 1.1: BELLA 12-Cup Programmable Coffee Maker (Surf Color)

This coffee maker features a 12-cup capacity, programmable brewing up to 24 hours in advance, and a carefree auto shut-off after 2 hours for safety and convenience. It includes a non-stick warming plate to keep your coffee hot, an anti-drip carafe spout for mess-free pouring, and a powerful 900-watt brewing system for quick preparation. The easy-to-read display and pause-and-serve feature enhance usability, while the included reusable filter basket and measuring scoop simplify your coffee routine.

## 2. IMPORTANT SAFEGUARDS

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When using electrical appliances, basic safety precautions should always be followed, including the following:

- Read all instructions before operating the appliance.
- Do not touch hot surfaces. Use handles or knobs.
- To protect against electrical shock, do not immerse cord, plugs, or appliance in water or other liquid.
- Close supervision is necessary when any appliance is used by or near children.
- Unplug from outlet when not in use and before cleaning. Allow to cool before putting on or taking off parts, and before cleaning the appliance.
- Do not operate any appliance with a damaged cord or plug or after the appliance malfunctions or has been damaged in any manner.
- The use of accessory attachments not recommended by the appliance manufacturer may result in fire, electric shock, or injury to persons.
- Do not use outdoors.
- Do not let cord hang over edge of table or counter, or touch hot surfaces.
- Do not place on or near a hot gas or electric burner, or in a heated oven.
- Always attach plug to appliance first, then plug cord into the wall outlet. To disconnect, turn any control to "off", then remove plug from wall outlet.
- Do not use appliance for other than intended use.
- The carafe is designed for use with this appliance only. It must never be used on a range top.
- Do not place a hot carafe on a cold or wet surface.
- Do not use a cracked carafe or a carafe having a loose or weakened handle.
- Do not clean carafe with cleansers, steel wool pads, or other abrasive material.

## 3. PRODUCT COMPONENTS

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Familiarize yourself with the parts of your BELLA 12-Cup Programmable Coffee Maker:



**Hot coffee, anytime**  
**Nonstick, stain-resistant warming plate maintains temperature**

Figure 3.1: Key Components

**Easy-to-read LCD display:** Shows time and programming settings.

**Anti-drip spout:** Prevents drips when the carafe is removed.

**Water level window with measurement marks:** Allows for easy and accurate filling.

**Carafe lid with mixing tube:** Ensures consistent flavor by pushing coffee as it brews.

**Durable 12-cup glass carafe:** High-quality glass for serving and keeping coffee warm.

**Reusable filter basket:** Eliminates the need for paper filters.

**Measuring scoop:** For accurate coffee grounds measurement.

**Non-stick warming plate:** Keeps brewed coffee hot for up to 2 hours.

## 4. SETUP AND FIRST USE

Before using your coffee maker for the first time, follow these steps:

1. Unpack the coffee maker and remove all packaging materials.

2. Wash the carafe, carafe lid, and reusable filter basket in warm, soapy water. Rinse thoroughly and dry. These parts are also dishwasher-safe.
3. Wipe the exterior of the coffee maker with a soft, damp cloth.
4. For initial cleaning, run a full cycle with only water. Fill the water reservoir to the 12-cup mark with cold water. Place the empty carafe on the warming plate. Press the "Brew/Off" button to start the cycle. Discard the water after the cycle is complete.
5. Set the clock: Press the "Hour" and "Minute" buttons to set the current time. The display will show AM/PM.

## 5. OPERATING INSTRUCTIONS

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### 5.1 Brewing Coffee

1. Open the top lid of the coffee maker.
2. Fill the water reservoir with cold, fresh water using the carafe. Refer to the water level window for desired cups.
3. Place the reusable filter basket into the filter holder. If using a paper filter, insert a standard basket-style paper filter into the reusable filter basket.
4. Add the desired amount of ground coffee into the filter basket. A general guideline is one level scoop (provided) per cup, but adjust to your taste.
5. Close the top lid securely.
6. Place the carafe with its lid on the warming plate, ensuring it is properly seated to activate the anti-drip mechanism.
7. Press the "Brew/Off" button to start brewing. The indicator light will illuminate.
8. To select brew strength (Regular or Bold), press the "Prog" button repeatedly until the desired strength is displayed. This can be done before pressing "Brew/Off" or during brewing.
9. The coffee maker will automatically shut off after 2 hours.



**Enjoy peace of mind  
Auto Shut-Off turns off after 2 hours**

Figure 5.1: Selecting Brew Strength

## 5.2 Programming Auto-Brew

You can program the coffee maker to start brewing at a specific time up to 24 hours in advance:

1. Prepare the coffee maker as described in "5.1 Brewing Coffee" (water, coffee grounds, filter, carafe in place).
2. Press the "Prog" button once. The display will show "PROG" and the time will flash.
3. Use the "Hour" and "Minute" buttons to set your desired brew start time.
4. Press the "Prog" button again to confirm the programmed time. The "PROG" indicator light will remain on.
5. At the programmed time, the coffee maker will automatically begin brewing.

## 5.3 Pause and Serve Feature

The pause and serve feature allows you to pour a cup of coffee before the brewing cycle is complete. Simply remove the carafe from the warming plate. The flow of coffee will temporarily stop. Return the carafe to the warming plate within 20 seconds to prevent overflow.

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Video 5.1: Official BELLA 12-Cup Coffee Maker Overview. This video demonstrates the key features and ease of use, including filling, brewing, and the pause-and-serve function.

## 6. MAINTENANCE AND CLEANING

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### 6.1 Daily Cleaning

Always unplug the coffee maker from the electrical outlet and allow it to cool completely before cleaning.

- Remove the reusable filter basket and discard any used coffee grounds.
- Wash the carafe, carafe lid, and reusable filter basket in warm, soapy water. Rinse thoroughly. These parts are dishwasher-safe (top rack recommended).
- Wipe the exterior of the coffee maker with a soft, damp cloth. Do not use abrasive cleaners or scouring pads.
- Do not immerse the coffee maker base in water or any other liquid.

### 6.2 Descaling (Cleaning Cycle)

Mineral deposits (calcium) left by water can build up in your coffee maker and affect its performance. The cleaning cycle alerts you when it's time to descale. Descale your coffee maker regularly, especially if you have hard water.

1. Fill the water reservoir with a mixture of 1 part white vinegar and 2 parts cold water.
2. Place the empty carafe on the warming plate.
3. Press the "Brew/Off" button to start the cleaning cycle.
4. Allow the cycle to complete. Discard the vinegar solution.
5. Run 2-3 cycles with only fresh, cold water to rinse out any remaining vinegar taste.



Figure 6.1: Cleaning Cycle Alert

## 7. TROUBLESHOOTING

If your coffee maker is not functioning correctly, please check the following common issues before contacting customer support:

Problem	Possible Cause	Solution
Coffee does not brew.	Coffee maker not plugged in; power outage; "Brew/Off" button not pressed; programmed time not set correctly.	Ensure unit is plugged in and power is on. Press "Brew/Off" button. Verify programmed time.
Coffee is too weak or too strong.	Incorrect coffee-to-water ratio; incorrect brew strength selected.	Adjust amount of coffee grounds. Select "Bold" brew strength for stronger coffee.

Problem	Possible Cause	Solution
Water overflows from filter basket.	Too much coffee grounds; filter basket not seated correctly; carafe not on warming plate; coffee maker needs descaling.	Reduce coffee grounds. Ensure filter basket is properly seated. Place carafe on warming plate. Perform descaling cycle.
Coffee tastes bad.	Old or stale coffee; dirty coffee maker; improper water quality.	Use fresh coffee. Clean coffee maker thoroughly, including descaling. Use filtered water.

## 8. SPECIFICATIONS

Feature	Detail
Brand	BELLA
Model Name	Coffee Maker
Item Model Number	35203
Color	Surf
Product Dimensions (D x W x H)	6.65" x 10.35" x 12.24"
Item Weight	2.69 pounds
Coffee Maker Type	Drip Coffee Machine
Capacity	12 Cups
Wattage	900 watts
Special Features	Auto Shut-Off, Cup Warmer, Adjustable Brew Strength, Permanent Filter
Filter Type	Reusable
UPC	829486352034
Country of Origin	China
Manufacture Year	2024

## 9. WARRANTY AND SUPPORT

The BELLA 12-Cup Programmable Coffee Maker comes with a **2-year warranty**. For warranty claims, technical support, or any questions regarding your product, please contact BELLA Customer Service.

Please visit the official BELLA website or refer to the contact information provided in your product packaging for the most up-to-date support details.

*Note: Keep your purchase receipt as proof of purchase for warranty purposes.*

