

IMPORTANT SAFEGUARDS

READ ALL INSTRUCTIONS BEFORE USE • HOUSEHOLD USE ONLY

Read all instructions before using your NINJA[®] COFFEE BREWER.

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

⚠ WARNING

To reduce the risk of fire, electric shock, serious injury, death, or damage when using this appliance, follow these basic safety precautions.

General Precautions

- This appliance can be used by children aged from 8 years and above and persons with reduced physical, sensory or mental capabilities or lack of experience and knowledge if they have been given supervision or instruction concerning use of the appliance in a safe way and understand the hazards involved.
- To reduce the risk of electric shock, this appliance has a polarized plug (one blade is wider than the other). As a safety feature, this plug will fit into a polarized outlet only one way. If the plug does not fit fully into the outlet, reverse the plug. If it still does not fit, contact a qualified electrician. **DO NOT** force into outlet or try to modify to fit.
- Keep the appliance and its cord out of reach of children less than 8 years.
- To eliminate a choking hazard for young children, remove and discard the protective cover fitted on the power plug of this appliance.
- Children shall not play with the appliance.
- To protect against fire, electric shock, and injury to persons, **DO NOT** immerse cord, plugs, or body of machine in water or other liquid.
- NEVER** carry the appliance by the power cord or pull it to disconnect from electrical socket; instead grasp the plug and pull to disconnect.
- DO NOT** operate any appliance with a damaged cord or plug, or after the appliance malfunctions, or has been dropped or damaged in any manner. Contact a service center.
- For household and work top use only. **DO NOT** let the power cord hang over the edge, or touch hot surfaces such as the stove.
- NEVER** use socket below counter.
- To avoid risk of fire, electrical shock, or damage to the unit, **DO NOT** store or use unit in an appliance garage or under a wall cabinet.
- Unplug from outlet when either the appliance or display clock is not in use, and before cleaning.
- Turn off and allow to cool before putting on or taking off parts, and before cleaning the appliance.

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Operating Notice

To disconnect, turn any control to "off", then remove plug from wall outlet.

- The use of an accessory not recommended by the manufacturer may create an overflow condition and scalding hazard, or result in fire, electric shock, or personal injury.
- ALWAYS** use appliance on a clean, dry, level surface.
- DO NOT** place on or near a hot gas or electric burner or in a heated oven.
- DO NOT** use this appliance for anything other than its intended use.
- DO NOT** use outdoors.
- DO NOT** touch hot surfaces. Use handles or knobs.
- ALWAYS** place the carafe beneath the brew basket to receive the brewed coffee.
- Scalding may occur if brew basket is opened during a brew or clean cycle.
- DO NOT** fill water reservoir with anything other than water, as other liquids may damage your brewer.

WHAT'S IN THE BOX

- Integrated Ninja[®] Scoop
- Brew-Through Lid with Flavor Straw
- Glass Carafe
- Permanent Filter (Not included on all models, sold separately)
- Removable Filter Holder
- Brew Basket
- Brewer (power cord & storage not shown)
- Control Panel
- Precision Temp Warming Plate
- Water Reservoir Lid
- Removable Water Reservoir

Accessory type and quantity may vary depending on the model.

- DO NOT** overfill the water reservoir. Fill water only to the Max Fill line.
- DO NOT** run the appliance without water.
- Exceeding maximum brew basket capacity may cause overflow. **DO NOT** use fine or espresso ground coffee.

Glass Carafe

- The carafe is designed for use with this appliance only. **DO NOT** place carafe on or near a hot gas or electrical burner, or in a heated oven.
- DO NOT** set a hot carafe on a wet or cold surface.
- DO NOT** use a cracked or scratched carafe or a carafe that has a loose or weakened handle.
- DO NOT** clean carafe with abrasive cleaners, steel wool pads, or other abrasive materials.
- DO NOT** place carafe in microwave.
- DO NOT** expose carafe to extreme temperature changes.
- DO NOT** drink directly from the carafe. Liquid from the carafe may be very hot.
- DO NOT** use the carafe to store food when not in use.
- Ensure the carafe is completely empty before starting a cleaning or brewing cycle. Starting a cycle with water, coffee, or tea in the carafe will cause an overflow.

Care & Maintenance

- Allow the appliance to cool before removing any parts and before cleaning.
- To prevent illness from bacterial growth in the appliance, follow all cleaning instructions in the Care & Maintenance section of this Owner's Guide.
- Clean the system on a weekly basis.
- If the product is not operating properly, contact a service center. Any servicing needs must be performed by an authorized service provider.
- Cleaning and user maintenance shall not be made by children.
- DO NOT** use extension cords with this product.



Indicates to read and review instructions to understand operation and use of product.

Indicates the presence of a hazard that can cause personal injury, death, or substantial property damage if the warning include with this symbol is ignored.

Indicates risk of fire or electric shock, presence of live parts, or dangerous voltage.

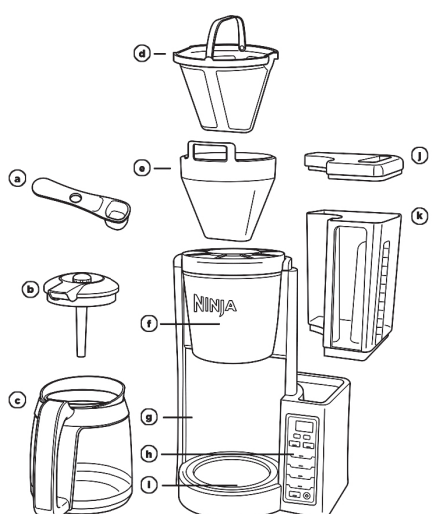
Take care to avoid contact with hot surface. Always use hand protection to avoid burns.

For Indoor and household use only.

TECHNICAL SPECIFICATIONS

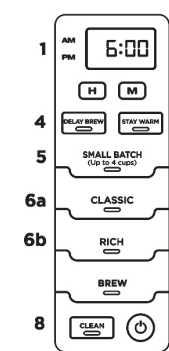
Voltage: 120V, 60Hz
Water Reservoir Capacity: 60 Fluid Ounces

READ AND SAVE THESE INSTRUCTIONS



GETTING TO KNOW YOUR NINJA[®] COFFEE BREWER

CONTROL PANEL



- Programmable Digital Clock
- Clock Hour and Minute Buttons
- STAY WARM Button
- DELAY BREW Button
- SMALL BATCH Button
- Brew Types
 - CLASSIC Brew Button
 - RICH Brew Button
- BREW Button
- Clean Cycle Button
- Power Button

The images shown here are for illustrative purposes only and may be subject to change, the actual descriptions of control panel and their locations may vary depending on the model.

FEATURES OF THE NINJA COFFEE BREWER

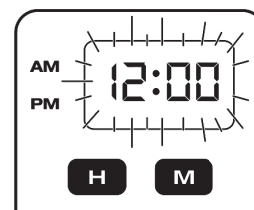
- Thermal Flavor Extraction[®] Technology** – Blends automated controls for calibrated temperature, pre-infusion, coffee saturation, and flavor richness to unlock the full flavor potential of your coffee.
- SMALL BATCH Setting** – When brewing 4 cups or fewer, add your desired amount of water to the reservoir and press SMALL BATCH to ensure the same great flavor as a Full Carafe brew. **DO NOT** add more water than cups of coffee you want to brew, as the unit will use up the total amount of water in the reservoir regardless of the Small Batch setting.
- Brew Types** – Control the strength and style of your coffee:
 - CLASSIC Brew for smooth, balanced hot coffee.
 - RICH Brew for a richer-than-Classic but still smooth coffee flavor that stands up to milk, cream, or flavoring.
- Removable Water Reservoir with Easy Access** – For quick and easy filling.
- 24-Hour Programmable Delay Brew** – Set it to automatically brew at a desired time. The brewer will be pre-heated and start brewing at the time you programmed.
- Mid-Brew Pause** – Automatically stops the flow of coffee from the brew basket when the carafe is removed, allowing you to pour a cup mid-brew.
- CLEAN Function** – The clean function allows you to clean your unit whenever you would like. As a guideline, we suggest running a clean cycle if it starts taking longer than 12-15 minutes to brew a full carafe of coffee.
- Adjustable Warming Plate** – Keeps your brew at the ideal temperature for up to 4 hours. The Adjustable Warming Plate will activate during the brew and will automatically shut off after 2 hours by default. You can program the warming plate to stay on for more or less time by pressing and holding STAY WARM.

BEFORE FIRST USE

- Remove all packaging material and stickers from the coffee maker.
- Wash the water reservoir, carafe, removable filter holder, and gold-tone permanent filter (not included on all models) in warm, soapy water with a soft cloth. Rinse parts and dry thoroughly.
- Plug in the power cord, and press the power button to turn it on.
- Fill the reservoir to the 12 cup line with fresh water and place it on the base.
- Place the empty carafe on the base and prime the system by running a full carafe on Classic brew with water only. After the cycle is complete, discard the water.

NOTE: We recommend fresh, cool, filtered water. Well water is not recommended.

SETTING THE CLOCK

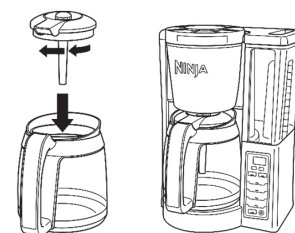
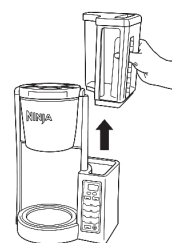


- Plug the power cord into an electrical outlet and press the Power button (⏻).
- Press either the **H** (hour) button or **M** (minute) button and the display will flash. Use the **H** and **M** buttons to set the clock to the current time. The AM or PM indicator will illuminate on the left side of the display as you are setting the time.
- When the desired time is reached, allow 5 seconds for it to set.

NOTE: If you unplug the brewer or experience a power loss, you will need to reset the clock the next time the brewer is powered on.

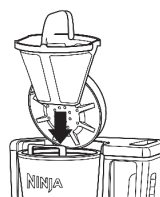
HOW TO BREW

- Place the brewer on a dry, clean, and level surface. Plug your brewer in and power it on.
- Remove the water reservoir from the unit by lifting it straight up. Remove the lid entirely and fill the water reservoir to the desired level.
- Place the filter holder in the brew basket. Then place the permanent filter (not included on all models) in the filter holder.
- Add your desired amount of coffee grounds to the brew basket.
- Place the brew-through lid on the carafe and turn clockwise to lock into place. Then place carafe under the brew basket.



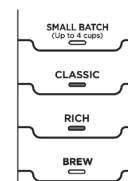
NOTE: DO NOT fill past the 12-Cup Line. If overfilled, remove the water reservoir from the brewer and pour out water until the level is no higher than the 12-Cup Line.

- Place the filter holder in the brew basket. Then place the permanent filter (not included on all models) in the filter holder.



NOTE: If using a paper filter, fold the paper filter along the seams, open it fully, and firmly press it into the filter holder, making sure it is fully seated.

- Select either CLASSIC or RICH brew. If you are brewing 4-cups or less, also select SMALL BATCH.

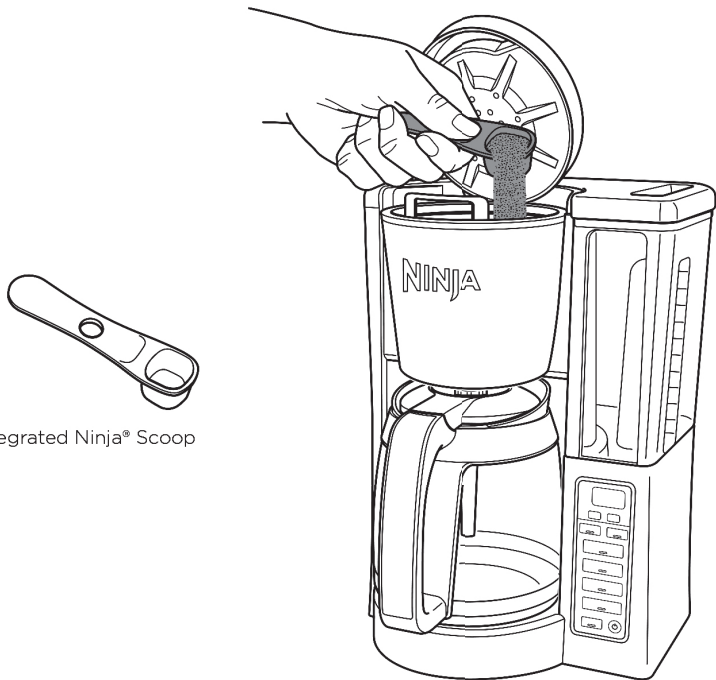


- Press BREW to start brewing. When the brewing is complete, the unit will beep.

NOTE: Each brew has a pre-infusion cycle with varying times. The brew will begin, pause for a short period of time, and then continue brewing. This pre-infusion cycle is used to evenly saturate the coffee grounds.

NOTE: Do not add more more cups of water than coffee you want to brew, as the unit will use up the total amount of water in the reservoir regardless of the Small Batch setting.

PREPARING & USING YOUR NINJA® COFFEE BREWER



Integrated Ninja® Scoop

COFFEE MEASUREMENT CHART

BATCH SIZE	CUPS OF COFFEE	GROUNDS	WATER
Small Batch (SMALL BATCH button on)	2 cups	2 Ninja Scoops or 2 tbsp.	2-cup line
	4 cups	4 Ninja Scoops or 4 tbsp.	4-cup line
Full Carafe (SMALL BATCH button off)	6 cups	6 Ninja Scoops or 6 tbsp.	6-cup line
	8 cups	8 Ninja Scoops or 8 tbsp.	8-cup line
	10 cups	10 Ninja Scoops or 10 tbsp.	10-cup line
	12 cups	12 Ninja Scoops or 12 tbsp.	12-cup line

NOTE: Integrated Ninja Scoop is equivalent to 1 tbsp. of coffee. Measurements are based on level scoops - and may be adjusted to your preferred taste. Use a medium-sized grind if grinding whole beans. Exceeding the recommended grind size for whole beans may cause the brew basket to overflow.

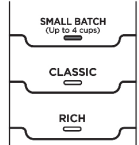
PROGRAMMING DELAY BREW

NOTE: The unit must remain on for the Delay Brew function to work. **DO NOT** power off or unplug the unit after setting Delay Brew.

- 1 Plug the unit in and turn it on by pressing the power button
- 2 After filling the water reservoir and adding ground coffee to the brew basket, be sure the reservoir and brew basket are securely in place. Place the empty carafe under the brew basket.
- 3 Press **DELAY BREW**. The clock will flash "12:00" or the last time that was set. Use the hour (H) and minute (M) buttons to set the time you would like the Delay Brew to begin. The AM or PM indicator will illuminate on the left side of the display as you are setting the time.



- 4 Select the brew style, and your selection will illuminate. If brewing fewer than 4 cups, press **SMALL BATCH**.



- 5 Once you have set the time and brew style, press **DELAY BREW** to activate, or wait 5 seconds for Delay Brew to lock in. When activated, the unit will beep, and **DELAY BREW** will remain illuminated.

- 6 To cancel, press **DELAY BREW** or the Power button. Changing the brew style while Delay Brew is set or starting another brew will cancel the programmed Delay Brew.

ADJUSTABLE WARMING PLATE

The warming plate will turn on once the brew has started. Press the **STAY WARM** button after the brew to turn off the warming plate (**Fig. 9**). You can turn the warming plate back on by pressing **STAY WARM** again. Wait until surface has cooled completely before touching.

NOTE: The unit will continue to brew if additional water is added to the reservoir, **DO NOT** add more water when using the **STAY WARM** function.

You can program the warming plate to stay on for up to 4 hours.

- 1 Press and hold **STAY WARM** until the clock flashes, displaying how long the warming plate is currently set to stay on.



- 2 Quickly press the hour (H) or minute (M) button to adjust the time up to 4 hours. The warming plate is automatically programmed to stay on for 2:00 hours.
- 3 To lock in the new duration, press **STAY WARM** again, or wait 5 seconds for it to lock in automatically.

CARE & MAINTENANCE

CLEANING AFTER A BREW

- 1 After the unit has cooled, remove the filter holder from the brew basket. If using a paper filter, empty the used grounds and discard it. If using the permanent filter, wash it thoroughly with soap and warm water or place on the top rack of the dishwasher.
- 2 Empty the water reservoir and hand-wash or place in the dishwasher with opening facing downwards. We recommend thoroughly washing the water reservoir weekly.

NOTE: For best results, we recommend rinsing the reservoir after brewing and refilling with fresh water the next time you brew.

- 3 We recommend cleaning your carafe with warm, soapy water, or placing it on the top rack of your dishwasher. If you want to clean the carafe more thoroughly, we recommend using a soft foam brush. **DO NOT** use a wire brush.

NOTE: The glass carafe, brew-through lid, permanent filter, water reservoir, water reservoir lid, and scoop are dishwasher safe.

- 4 After the coffee maker has cooled, wipe down the main unit, showerhead, and water reservoir shelf with a cloth and warm water. **DO NOT** immerse the coffee maker in water.

TO CLEAN AND DESCALE YOUR NINJA COFFEE BREWER:

The clean function allows you to clean your unit whenever you would like. As a guideline, we suggest running a clean cycle if it starts taking longer than 12-15 minutes to brew a full carafe of coffee.

NOTE: Make sure the **SMALL BATCH** button is not selected/illuminated.

- 1 Set the empty carafe beneath the brew basket.

- 2 Use a descaling solution specifically formulated for coffeemaker cleaning and follow the directions on the package. Fill the water reservoir up to, but not exceeding, the 12-Cup Line (60 fl. oz.).

OR

Add 16 oz. of white vinegar to the water reservoir, then fill the rest of the reservoir with water up to, but not exceeding, the 12-Cup Line (60 fl. oz.).

IMPORTANT: Use only white vinegar.

- 3 Once the water reservoir is filled with your cleaning solution or vinegar mixture, press the **CLEAN** button. The clean cycle takes approximately 25-35 minutes. To cancel the clean cycle, press the **CLEAN** button again or press the Power button.
- 4 The unit will beep when the clean cycle successfully completes.
- 5 Empty the contents of the carafe and place it back under the brew basket. Clean the water reservoir with warm, soapy water to remove any cleaning

solution that could affect the flavor of your coffee.

- 6 Refill the reservoir with fresh water up to, but not exceeding, the 12-Cup Line and set the empty carafe beneath the brew basket.
- 7 Flush the system by running a 12-Cup Classic Brew cycle with water only. After the cycle is complete, discard the water and thoroughly clean the carafe.

NOTE: The clean cycle takes approximately 25-35 minutes. If you cancel the clean cycle, your machine will not be properly descaled.

NOTE: Running a water-only clean cycle will not descale the brewer properly.

NOTE: Hard water will cause scale buildup faster than soft water and the brewer will indicate it needs cleaning more often.

TROUBLESHOOTING GUIDE

There is sediment in my coffee.

- If using a permanent filter (not included on all models), the sediment at the bottom of the brewed coffee may be due to using finely ground coffee.
- To reduce the amount of sediment in the brewed coffee, use a slightly coarser grind.

NOTE: DO NOT use paper filter in conjunction with the permanent filter, as this could cause water and/or coffee to clog or back up in the filter basket.

There are grounds in my coffee.

- Either the permanent filter (not included on all models) must be inserted into filter holder when brewing.
- Using too many grounds can cause the filter holder to overflow. Once cooled, clean out the filter holder and refill using the appropriate amount of coffee (1 scoop per cup).
- Finely ground coffee can clog the filter holder. For best brewing results, use a medium-grind coffee.

Paper filter is folding over.

- The unit is designed to take a #4 cone filter not included. Be sure you are using this size and shape, as larger sizes may fold over. Allow the filter holder to cool before handling. Be sure the paper filter is folded along its two seams and is pressed firmly into the filter holder. Alternatively, you can wet the sides of the paper filter to temporarily adhere it to the filter holder.

Coffee is too weak.

- For stronger coffee, use the Rich Brew setting. If you want an even bolder flavor, you can add more coffee grounds to the filter.

Coffee is too strong.

- For milder coffee, try the Classic Brew setting. If you want an even milder flavor, use fewer grounds in the filter.

Coffee is leaking.

- After removing the water reservoir, there may be a small amount of water in the reservoir valve. This can be easily removed with a dry cloth.
- If the leak is coming from the bottom of the brew basket, the removable filter holder valve may be clogged. Rinse the filter holder with water and press the valve repeatedly until the clog is cleared.
- If the leak is coming from the bottom of the coffee maker, contact a service center.

Brew will not start.

NOTE: The brew will begin, pause, and then continue. This process is used to evenly saturate the coffee grounds.

- Ensure the unit is powered on and the display is illuminated. If there are no lights, the machine is not getting power. Try a different outlet and press the Power button.
- Check to make sure there is water in the water reservoir.
- Make sure the carafe is in place. The brewer will not dispense coffee if the carafe is not under the brew basket. If it is not in place, the brew will remain in the brew basket, which could lead to overflow.
- If the brew still does not start, it may be time to run a clean cycle. Please refer to the Descaling Your Ninja® Coffee Brewer section.

Brew cycle is too slow.

- A full carafe brew will take approximately 12-15 minutes. If a full carafe brew takes longer than expected, you may need to run a clean cycle. Please refer to the Descaling your Ninja® Coffee Brewer section.

Carafe overflowed.

- The carafe may not have been empty prior to brewing, or the water level exceeded the Max Fill line on the water reservoir prior to brewing. Reminder, **DO NOT** add additional water to the reservoir after a brew or cleaning cycle has already started.
- The carafe holds 60 fl. oz. To avoid overflows, make sure carafe is empty prior to brewing and the water reservoir is not filled past the 12-Cup Line.

Brew basket overflowed.

- Check that the carafe is in place with the lid secured. If the carafe is in place, the bottom of the filter holder may be clogged. This can happen with finely ground coffee or too many coffee grounds in the filter holder. Rinse the filter holder with water and press the valve repeatedly until the clog is cleared.
- Decaf coffee grounds will absorb water differently. Use fewer scoops when using decaf grounds.

NOTE: We recommend using medium-grind coffee.

Accessory type and quantity may vary depending on the model.

The image shown here is for illustrative purposes only and may be subject to change.

NOTE: In order to ensure the highest possible standard for refurbished items, all units are thoroughly inspected as part of the process. For this item, water may be used during the refurbishing process and so, you may notice some condensation in the water reservoir. It is recommended to rinse the water reservoir with fresh water prior to its first use.

SharkNinja Operating LLC

Illustrations may differ from actual product. We are constantly striving to improve our products, therefore the specifications contained herein are subject to change without notice.

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SC: 07-01-2024_TAB / MODEL: CE251_E4GB
REV 4: with scoop & permanent filter.