



## FOAMAROMA<sup>®</sup> BENEFITS

### ➤ **FOAM**

- ☒ **Problem** – With an espresso drink, the small drink hole in a conventional lid makes it difficult to get foam at the same time with the steamed milk and espresso. Also, if you look at the underside of a conventional lid you'll see that the depression in the lid for the upper lip restricts access for the foam to get to the drink hole.
- ☑ **FoamAroma<sup>®</sup> Fix** – FoamAroma<sup>®</sup> has a specifically designed shape drink hole on an angled surface. The angled surface gives the drink hole access to the foam at all tilt angles of the cup. The drink hole is tall enough to allow the consumer to get foam at the same time with the steamed milk and espresso. With the inverted triangular shape there is more room for the foam to get through the top of the hole thus increasing the foam to liquid ratio. The consumer can control the amount of foam and coffee by varying the position of the lips and the amount of cup tilt. The new skill is mastered in just a few sips. Side-by-side tests show that with FoamAroma<sup>®</sup> there is very little foam left in the cup after finishing the drink. With the conventional lid a lot of the foam is left in the cup. How often do you scoop out the foam with your finger after finishing the drink? Get in the FoamZone!

### ➤ **AROMA**

- ☒ **Problem** - It is difficult to smell the coffee aroma with conventional lids. As with wine tasting, a major contribution to the overall sensory experience is from the sense of smell.
- ☑ **FoamAroma<sup>®</sup> Fix** - The FoamAroma<sup>®</sup> design incorporates an air vent hole positioned under the nose to allow the coffee or tea aroma to be enjoyed by the consumer. With a little practice the consumer will learn to exhale into the cup just prior to drinking which gives a gentle blast of coffee aroma right at the nostrils. Yuuuummmmm, love that coffee aroma.

### ➤ **TEMPERATURE**

- ☒ **Problem** – Most conventional lids have a small hole forcing the consumer to ingest 100% hot liquid. Also, with the conventional lid it is difficult to slurp air with the hot liquid to cool it down while maintaining a good lip seal to the lid.
- ☑ **FoamAroma<sup>®</sup> Fix** – For lattes and cappuccinos, foam is mostly air and is much cooler than the hot milk. The FoamAroma<sup>®</sup> inverted triangle drinking hole design allows the consumer to vary the amounts of foam and liquid thus controlling the temperature of the drink, thus reducing the chance of a burned tongue! Also, with a regular coffee or tea you are able to slurp air through the drink hole because the vent hole is the appropriate size. When hot liquid is aerated it immediately cools, which usually allows the consumer to drink the beverage immediately with less chance of being burned.

### ➤ **NOSE FIT**

- ☒ **Problem** – Some conventional lids have a top surface where the drinker's nose hits which forces the drinker to tilt their head back.
- ☑ **FoamAroma<sup>®</sup> Fix** - The depression in FoamAroma<sup>®</sup> provides space for the nose allowing the consumer to fully tilt the cup with less tilting of the head, which may permit the consumer to more conveniently drink from a FoamAroma<sup>®</sup> while driving.



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### ➤ **SPILLAGE CONTROL**

- ☒ Problem – 1) Baristas have complained that if the cup is filled with the level of foam above the top of the cup and a conventional lid is put on foam may ooze out of the hole down the outside of the cup causing a mess and wasting time for cleanup. Sometimes even requiring a new cup and lid. 2) Consumers sometimes complain that with conventional lids the spillage squirts out of the lid.
- ☑ FoamAroma<sup>®</sup> Fixes – 1) One barista was in the process of taking FoamAroma<sup>®</sup> for a test run. She made her favorite foamy latte and proceeded to put FoamAroma<sup>®</sup> on the cup when she proclaimed, “I love it already! Some foam came through the lid when I put it on, but I don’t have to clean up any mess and I get foam with my first sip.” If foam comes out of the hole while putting on a FoamAroma<sup>®</sup> lid, the foam is contained in the center of the lid. The first sip is actually quite enjoyable with the foam contained in the lid. No mess, no clean-up, and no wasting a lid or cup. 2) For consumers, the contours in FoamAroma<sup>®</sup> act as a dam to reduce any spillage and typically it actually takes a vigorous shake of the cup on purpose to create any spillage. If there is spillage with FoamAroma<sup>®</sup>, the liquid does not squirt up; it just dribbles out into the containment area and can easily be slurped up or drained back through the aroma hole into the cup.

### ➤ **STRAWS**

- ☒ Problem - The drinking hole in the conventional lid is so small you have to pinch big straws to fit it through. Sometimes the straw stays pinched making it difficult to drink.
- ☑ FoamAroma<sup>®</sup> Fix - The FoamAroma<sup>®</sup> drink and aroma holes are big enough to easily accommodate two large straws.

### ➤ **ADDITIONAL BENEFITS**

- ☑ Flavor Enhancement - The FoamAroma<sup>®</sup> holes are the appropriate size to allow the consumer to slurp air with the coffee thus atomizing the liquid into small droplets. When this happens the tongue and inside of the mouth are coated with the droplets which enhances the flavor. Like in wine tasting and cupping (coffee tasting) you draw some air into your mouth with the drink and exhale through your nose. This liberates the coffee aromas and allows them to reach your nose where they can be detected. This works great for regular coffee and tea too.
- ☑ No Pucker - A conventional lid requires the consumer to pucker their mouth to seal against the raised area around the drink hole. The FoamAroma<sup>®</sup> drink hole design enables the drinker to create a good seal around the drink hole with a relaxed mouth creating a feeling like with a regular ceramic cup.
- ☑ Drink Hole Alignment Aid – The FoamAroma<sup>®</sup> drink hole is centered in an area between the perimeter ridges. Also, there is a flat spot right in front of the drink hole that can be felt with the bottom lip. Both of these design shapes help the consumer to align their mouth to the drink hole without looking.
- ☑ Visual Indication of Liquid Level – The liquid level can be seen through the drink and aroma holes. This allows the consumer to gauge how far the cup needs to be tilted to reach the liquid which helps to alleviate the anxiety around guessing when the hot liquid will get to the drink hole.