



UNSOLICITED UNBIASED BLIND TASTE TEST

FoamAroma presented a booth at Coffee Fest in New York on March 9 – 11, 2012. One of the attendees who visited our booth was Bryan Scott, owner of Spill The Beans Espresso in Kalispell, MT. A few days after the show I received an email from Bryan describing a taste test he performed back home with his customers to evaluate FoamAroma. Here are excerpts from the email thread between Bryan and I.

Craig,

It was great to see your product at the NY Coffee Festival. We brought back six of your lids to Montana and had six of our regular customers test from your lids versus standard lids, telling them we were trying to find out what brand of coffee was better. Each of them chose your "brand" of coffee.

Hey Bryan,

Glad to hear you did a review with your customers. I read in your email that you fooled your customers into a coffee tasting, but the real test was for the lid. Brilliant my man!

Hi Craig,

Yes the trick taste test was interesting.

Bryan and I talked after the emails. He added that the customers doing the taste test thought they were comparing different coffees in two cups, yet both cups had the same black coffee. One cup had their standard lid and the other cup was topped with FoamAroma. **TEST RESULT: All testers picked the cup with FoamAroma as the best coffee.** They described the winning cup with the following:

- "this one is significantly better"
- "this one has a fuller richer flavor"
- "it has a more distinct taste"

This is one more proof that using a FoamAroma lid improves the consumers' coffee experience by enhancing the drink's flavor and aroma characteristics. **BOTTOM LINE: The coffee shop serves a better product using FoamAroma.**