

# Camas man sips new business opp



By [Kristine Guerra, The Oregonian](#)

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Imagine you're drinking your morning coffee from a to-go cup. You blow into the hole and sip slowly to make sure the coffee doesn't burn your tongue. You savor the taste.

Pretty good, right?

Craig Bailey, a longtime coffee lover from Camas, believes the on-the-go coffee experience should be a lot better than that. You shouldn't have to blow and sip. And you shouldn't just savor the taste of your favorite latte; you should also feel the velvety texture of the foam as it goes into your mouth, while inhaling that sweet coffee aroma.

The desire for a better morning joe led to an epiphany for Bailey – and then to a lot of research.

"There's a lot more to coffee than I ever imagined," said Bailey, the owner and founder of **Foamaroma**. "It's the enjoyment of the experience. It's not just caffeine. It's the connection. You get more of a sense of where the beans are from, the craft, the barista who prepared it for you."

With Foamaroma, Bailey believes he has come up with a conduit to that elusive perfect cup of coffee – his own coffee lid design. It was four years in the making.

The most basic description of Bailey's innovation is that his lid has two openings instead of one. The first one is an inverted triangular hole that's larger than the one on the usual to-go lid. It does two things: It's big enough that you don't have to sip, and it allows foam as well as the coffee to come through. Bailey says he's considering the tagline: "No foam left behind."

The second opening in the lid is on top of the triangular one, and it lets the coffee aroma find your nose as you're drinking. It also allows the coffee to cool faster.

This concept sounds rather simple and straightforward, but Bailey says it took a lot of time and brain power to get the lid just right.

It involved quite a bit of mathematical calculations to come up with the best possible angle for the triangular hole and just the right size for each opening. Bailey, a chemical engineer by degree and a project manager by profession, spent four years working on the lid in his kitchen until, at last, he finalized his design.



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*Doug Beghtel/The Oregonian*

Bailey's lid has two holes allowing for easier drinking of foamy coffee drinks. One opening is bigger allowing for both foam and coffee to go through and the other allows you to smell the aroma of the coffee.

give customers the coffee experience they deserve.

"We spend so much time texturizing the milk, and when you snap a lid on, it just takes away that experience and you end up with foam in an empty cup," Wray said. "With this new lid, it takes what would be kind of a mundane experience and gives it the texture it's supposed to have."

Wray said Compass hasn't officially switched to using Foamaroma lids because they're still in production, but he has asked some of his customers to try the lid out.

"I'm excited for when we can finally switch over to using the Foamaroma lid," Wray said.

Bailey says he has received interest from coffee shops and distributors in Washington and beyond but that nothing is official yet. Whatever happens with his new business venture, he says he's pleased with what he's accomplished.

"There's a bigger goal than just trying to make lids," he said. "The whole gist of this journey is the experience."

--[Kristine Guerra](#)

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*Doug Beghtel/The Oregonian*

Craig Bailey, from Camas, Wash., has invented the Foamaroma lid.

Bailey's coffee lids are now being produced by Lidworks M&N Plastics, Inc., a Florida-based company. The first batch will arrive in December and will be sold online.

To get the word out, Bailey has reached out to local coffee shops in Clark County.

Bryan Wray, co-owner of Compass Coffee in Vancouver, believes Bailey is onto something. He says the lid will