



## **FOAMAROMA® TESTIMONIALS**

- 1 One owner/barista was in the process of taking FoamAroma for a test run. She made her favorite foamy latte and proceeded to put a FoamAroma lid 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."
  - Dana Carpenter (June 2011) - Owner: di Tazza Gourmet Coffee & Café
  - Camas, WA [www.ditazzagourmetcoffee.com](http://www.ditazzagourmetcoffee.com)
- 2 FYI, my daughter and I took your lids to Starbucks just now, ordered some grande' lattes, and did an A/B comparison to their SOLO lids. Sarah admitted to being skeptical, but is now a total convert. I think they deliver on all fronts. They work great! We also liked the way they felt more like a real cup on your lips. The whole experience was better. The first lid we've encountered that we would rinse out and keep in the car for re-use! Congratulations....
  - John Baker (August 2011) - Battle Ground, WA
- 3 Shortly after you left I made two beverages and threw on opposing lids, the black ones from Solo that you saw we had and the sample you supplied and you know what? Craig, you seriously have something here.

From one small business owner to another:

Hitting the ground and putting your product in the hands of the baristas that will be using them is going to be important. It's the only reason I gave you the time of day, lol. If the shop doesn't appear to be busy and if you can afford the marketing to do so, ask if the barista will make two foamy 12oz lattes, throw a lid on both, one FoamAroma and one of whatever they are using. Ask the barista to try both of them. You have to remember, the majority of baristas in quality focused shops don't ever taste their coffee out of a paper cup with a lid. Until I did a side by side, you were just another guy trying to sell me his lid gimmick. However, when I tried your lid, it was night and day. Your lid absolutely trumps the ones we are using. If you can get pricing to line up you'll be in a lot of cafes very quickly.

- Bryan Wray (August 2011) - Owner & Head Barista: Compass Coffee Roasting
  - Vancouver, WA [www.compasscoffeeroasting.com](http://www.compasscoffeeroasting.com)
- 4 I tried a regular black coffee with the lid, since that is my usual order, and you can definitely notice the difference. The coffee cooled down more quickly, and after the first sip I was able to avoid the "wince factor" that usually comes with drinking coffee through the lid. Also, the flavor came through much more clearly than it usually does when drinking through a lid. You're onto something here!
    - Patrick Cummings (August 2011) - Portland, OR



## 5 Tweets (August 2011)

- Dripstercoffee - @foamaroma @coavacoffee @sampurvis hey thanks! We sure dig the top and are getting compliments daily!
- Sampurvis - @dripstercoffee @foamaroma Thanks for the tip on the lid. It will be interesting to keep track of developments.
- Dripstercoffee - #FF For coffee professionals and cappuccino drinkers alike, @foamaroma #gamechanger
  - Anthony (Barista at Dripster Coffee, Vancouver, WA)
  - Sam (Barista at Coava Coffee, Portland, OR)

6 I finally bought myself a Starbucks coffee and tried your lid on it. I had a latte and it was a wonderful experience! First, it was the way the lid formed to my mouth. Second, I was actually able to taste the foam WITH my coffee. Lastly, the coffee's aroma came through and made for a truly pleasant coffee experience. Thanks and good luck!

- Mica Waters (September 2011) - Portland, OR

7 Just wanted to let you know, that I tested out the FoamAroma. I did not think that I was going to like the FoamAroma, but let me tell you that it was a winner. It really is a better design and I hope to see coffee shops across the country switching over to this lid. I'll have the full review on my blog tomorrow. Thanks for sharing it with me and good luck with this product!

- Mike Crimmins (September 2011) – Blogger: [www.daillyshotofcoffee.com](http://www.daillyshotofcoffee.com)

8 I wanted to take a few minutes and get back to you on the Foam Aroma lids. First, thank you for sending us the samples; there really is no substitute to actually trying a new product. Overall, you've developed a great product, and managed to take an ordinary, daily use product & really make useful advancements, which does not happen often. The feedback I received from our to-go espresso+milk drinkers was overwhelmingly positive - one even saved his lid, he liked it so much. I also enjoyed it for our brewed coffees, but with a few reservations. On brewed coffee, even though when I tried to make a mess it stayed secure, the perception of a more open lid was slightly bothersome to parents carrying children or business folks with piles of documents. Again, it's primarily just a perception, but something I needed to take note of. All that said, you've got something great on your hands. We'd definitely be interested looking into pricing details & availability of stocking Foam Aroma lids. Please keep me in the loop on your distribution process. Thanks Craig!

- Karl Fisher (September 2011) – Owner: Alabaster Coffee
- Williamsport, PA [www.alabastercoffee.com](http://www.alabastercoffee.com)



- 9 I am sending you SPECIAL KUDOS for your FoamAroma 12 oz. Cup Lid. And, if you don't already have 1000 similar emails, you soon will! I thought I'd give myself a little treat this morning, and used your 12 oz. cup lid this morning for my first cup of java, expecting it to be a treat. Within a moment of my first sip, I could only say "WOW!!!!!! What an awesome product Craig has created!!!!!!" I can hardly wait to share it with my customers to hear and see their same impression. Thank you so much for allowing me a little preview, and I look forward to getting my order in the new year when the white 12 oz. lids become available.
- Anne Chemell (October 2011) – Owner: Global Java
  - Helotes, TX [www.globaljava.com](http://www.globaljava.com)
- 10 Just a quick email to touch base and give you a bit of feedback. All positive I am glad to tell you, we have had some really positive comments. It's amazing to see the reactions. First they just think we are being time wasters or gimmicky then we do the comparison tests and they try it, some of the people I have shown it to promise they keep the lid to re-use once they get into the office. How good is that! I said we would prefer to wait on the finished production samples, however perhaps we should get some of your existing samples as offered (i.e. 50) over as soon as possible as I have run out, (or at least keep washing them out when demoing). Today's demo went fantastically well in the shake and taste comparison against our client's incumbent SOLO travel lid.
- Tom Bell (October 2011) – Distributor: Progressive Supplies Ltd.
  - London, England [www.progressivesupplies.com](http://www.progressivesupplies.com)
- 11 Kenny Fletcher from Paper Tiger Coffee Roasters. We met about a week ago, and I just wanted to reiterate my desire to carry your lids here in the shop. They are great. Cannot wait for December to get here so we can start putting them on the cups we send out.
- Kenny Fletcher (October 2011) – Owner: Paper Tiger Coffee Roasters
  - Vancouver, WA [www.papertigercoffee.com](http://www.papertigercoffee.com)
- 12 WOW!!! I love your FoamAroma lid!! I tried it with my hot chocolate and I am now a believer!! I have ALWAYS drunk from a straw to avoid burning my tongue on a hot drink and your lid makes using a straw obsolete. I could savor the chocolate aroma and the wedge-shaped drinking area fits perfectly to the mouth. I can't wait for your lids to be available everywhere!!
- Denise Walters (November 2011) – Vancouver, WA
- 13 Sipping a latte' through a FoamAroma lid - my first FoamAroma experience! Vastly superior to all other lids.....
- Adrienne Campbell (December 2011) – Vancouver, WA



14 "Tea being more delicate than an average coffee based drink is affected much more when put into a take away environment, i.e. paper cup with lid, the senses are not allowed to explore the nuances of the tea's aroma reducing the pleasure one can derive from a tea. The existing sip lids have always restricted the enjoyment of a specialty tea as a take-out drink. With this lid (FoamAroma) you may well have found the Holy Grail for the specialty tea market to go." Tim has clarified that he is happy to endorse the product to all his clients who are serving the take out tea over any other lid. He also said, "I don't just like the lid I love it, it is truly innovative, and its simple clean design enhances a great product." Tim also told me that he is considering providing take-away tea now that FoamAroma allows his tea's aroma to be properly enjoyed.

- Tim d'Offay (May 2012) – Owner: Postcard Teas
- London, UK [www.postcardteas.com](http://www.postcardteas.com)

15 BTW, we LOVE the FoamAroma lids... I never thought that I'd see people geek out about lids, but they have! I've got customers at the bar telling other customers about the lids, too funny. I am truly a BIG fan of the product! We work VERY hard to get perfect crema and perfect foam, and now our carryout customers are getting a better sense of the qualitative differences in our drinks. Also, curiously enough, I think it fits the Eco cups better than the Eco lid (though I'm not sure that they'd want to hear that).

- Paul Kemerling (June 2012) – Owner: Relax, It's Just Coffee
- Mansfield, OH [www.relaxitsjustcoffee.com](http://www.relaxitsjustcoffee.com)

16 Our customers LOVE this Lid!! Thank You for making them. They really like: the smell of the coffee, that the lid makes it easier to drink the coffee and that when they take a sip, it does not burn them to the max... Love the FoamAroma lids. Come in and see us sometime.

- Jitter Beans Coffee Roasting Company via Facebook (July 2012)
- Mineral Wells, TX

17 Wow! We love the FoamAroma lids. Kody and I saw them at SCAA before we opened and knew right then that we wanted to use this lid. Once we got them we tossed out the full box of the other lids. How did you come up with this great idea?

- Jack (July 2012) – Owner: Brewed
- Vancouver, WA <http://www.brewed360.com/>

18 We are not trying to compete on price, we want to compete on quality. Utilizing the FoamAroma lids helps tell our customers that we care about their hot drink experience, our choice to use FoamAroma lids, along with innovative cups, demonstrates our commitment to quality. We are excited to offer these lids to our customers, and expect to receive positive feedback.

- Rod Gwinn (August 2012) – Owner: Bad Girls Coffee
- Salem, OR <http://www.badgirlscoffee.com/>



19 Distributing FoamAroma opened amazing opportunities for our company. With this unique product we are distinctive from any other distribution company in our area. This has provided us with a rapidly growing customer base and increased our sales greatly.

- Jessica Samuelson (August 2012) - Owner: Northwest Coffee Roasters
- Vancouver, WA <http://www.northwestcoffeeroasters.com/>

20 While standing in line for my Chai Tea at the grand opening of the new Starbucks TAZO Tea Shop I overheard the following conversation between two young women.

LADY #1: "You have to try this Chai tea, it is really good."

LADY #2: "Wow, this is good! I wonder why it is so good?"

LADY #1: "I think it is the lid."

- Two unknown women (November 2012)
- Seattle, WA

21 Hahaha, I love your lids and have carried them since day one. My customers love them and recognize it as a point of differentiation.

- Eric Spivack (January 2013) - Owner: Alchemy Coffee
- Richmond, VA <http://alchemycoffeerva.com/>

22 One of the comments I hear from people seeing FoamAroma for the first time without trying it out is, "Won't it spill more with two larger holes?" Then after they try their own spill test they are amazed at how FoamAroma allows less spillage than the typical lid. Also, I have a business customer nearby that orders 15 - 20 drinks at a time for delivery. We premake all of the drinks, put them in a tray, then load them in the car for delivery. When we arrive maybe one of the drinks had spilled and all of that spillage is contained in the FoamAroma reservoir.

- Rod Gwinn (January 2013) - Owner: Bad Girls Coffee
- Salem, OR <http://www.badgirlscoffee.com/>

23 I heard about FoamAroma because I got a cup of coffee at a shop at the City College of San Francisco on a visit - and from my second or third sip, I was all "what is up with this lid - it's amazing!" I wish you had a PDF that was highly visual and exciting looking that I could give to my favorite coffee shops that says something to the effect of "One of your customers would like to see you using these lids" - and show them a few reasons why it's better. Let me know if you make one and I'll print some out and give them to my two favorite shops :)

- Nicole Hindes (January 2013) - random coffee shop customer
- San Francisco, CA



24 Progressive Supplies ([www.progressivesupplies.com](http://www.progressivesupplies.com)) imports FoamAroma into London and distributes throughout Europe and the Middle East. The dialogue below was with one of Progressive's customers after receiving their first shipment of FoamAroma.

Minkies: "Our customers RAVE about the lids. It's hot."

Progressive: "Have you had any comments or reactions about the lids?"

Minkies: "Our customers love them, we get really strong comments about them. We love them too, the lid makes the difference."

- Minkies Deli (January 2013)
- London, England <http://minkiesdeli.co.uk/>

25 Below is a comment thread via FaceBook on January 14, 2013, from the owner of a new chai tea café.

FoamAroma: "Congratulations to you on the opening of your new cafe. Looks like you were able to order the FoamAroma lids in time. Best Wishes!"

Masaala Chai Café: "Yes. We got them on time and they are really good."

- Name Unknown (January 2013) - Owner: Masaala Chai Cafe
- Lacey, WA <http://masaalachai.com/>

26 The clever hole in the lid allows the scent of the tea to escape, right below one's nose which further enhances the drinking experience. And the lid's construction is of good quality & fit.

- Jenna Eckert (January 2013) - Owner: Mint Tea
- Vancouver, WA <http://www.mintteaimports.com/>

27 To answer your question about the taste test, let's put it this way, Carol would not have even been asked to check what our landed cost would be had the taste test been anything but impressive. I prepared two different colored thermoses of the exact same 100% Kona coffee and used your black lid on cups from one colored thermos and our white lid with the other colored thermos. I asked them to put the cup of coffee they thought tasted better in front of my seat. 8 out of 10 of those cups had black lids. Some had trouble picking one, others immediately said the black lid had better coffee in it. They couldn't believe it when I told them they were drinking the same coffee, in the same cup, with different lids.

- Jeanni Lamb (February 2013) - Premium Inc. (Distributor)
- Honolulu, HI <http://www.premiuminc.net/>

28 Hey Craig - Thank you so much! I used your lid this morning and I can honestly say that was the first time I used a lid while drinking my coffee! I will be in touch as we get closer to opening!!

- Tony Kromko (March 2013) - Owner: Soon to be opened bakery and coffee shop
- Dunmore, PA



29 We met you and Craig at the coffee festival and took some samples of your lids to try out. For the past week I've been using them when buying coffee and they work very well. I like very much how they cool the coffee quicker, let the aroma flow from the cup and the enlarged hole from which to drink. Overall I don't have any features I didn't like!

- Paul Ashby (April 2013) – Owner: Bogota Coffee Company
- England, UK <http://bogotacoffee.co.uk>

30 Thanks for the e-mail and the FoamAroma samples. We will be using your lids on day one. We do not want to be like everyone else and we really like your lids. I did have to test it out myself, so I filled one of our cups up with water and put your lid on it. I then drove around town running errands for a couple of hours and not one drop spilled, so we decided we would use them.

- Ronnie Evans (June 2013) – Owner: Flyby Coffee
- Panama City, FL <http://www.flybycoffee.com/>

31 Comment submitted for YouTube taste test video:

<http://www.youtube.com/watch?v=tQlo4nPI9wU>

I tried the FoamAroma lids at CoffeeFest Chicago 2013 and was very impressed. I got a sample and drove 30 miles with that lid on my coffee as a test. I was delighted that it allowed me to smell the coffee I was drinking but had no spills or splashes or leaks etc. It works exactly as advertised and I'm replacing my current lids with these. Thanks Craig

- Pete Leonard (June 2013) – Owner: I Have A Bean – Second Chance Coffee Co.
- Wheaton, IL <https://www.ihaveabean.com/>

32 Quick test with an aired capp. It's the best TA (take-away) cup & lid I've come across. Works perfectly.

- Coffee Punk (August 2013) – Coffee blogger via Twitter (@CoffeePunks)
- Cardiff, UK <https://twitter.com/CoffeePunks>

33 YouTube taste test video:

Another very cool video of someone's very first FoamAroma experience. Nico is the Head Barista at The London Barista School where they now have a course on offering the best take away drinks. Please note how Nico gets a mouth full of foam and gives the classic "Ahh Haa Moment" face. In Nico's own words. "It is completely different. It is another world."

YouTube Caption: We just made a latte in a paper hot cup with a standard design ToGo lid, then made the same using the FoamAroma ToGo lids on top of our Aroma8 cups. The first cup had a reaction we are all familiar with i.e. "Yep, this is what I expect, nothing special." Now watch this..... The Head Barista, of The London Barista School; Nico, wanted to try out the lid as he has created a module for their barista training course on the importance



of serving the best ToGo coffee which includes the right choice of cup and lid - The cup is the vessel the lid is the delivery system, are you providing the best for your customers?

- Nico (August 2013) – Head Barista: The London Barista School
- London, UK
- <http://www.youtube.com/watch?v=jAsrk2paMRU&feature=youtu.be>

34 Thanks sooo much for inventing Foam Aroma lids they're the best. I've always thought it's such a shame when coffee places put lids on immediately and it overheats the foam - detracting from the first sip experience. Minkies in Kensal Rise, London have started using them and wanted to wish you luck distributing them more widely in the UK

- Treena Larkin (August 2013) – A coffee customer
- London, UK

35 Your lids have really been an important part of selling my coffee. Myself and others intend to open a brick-and-mortar coffee shop within a year or so, and I can tell you right now I know which lids we are going to use.

- Andrew McInnes (October 2013) – Owner: Port Angeles Coffee Roasting Company
- Port Angeles, WA

36 An email exchange:

- Hi Tim, did the samples arrive and have you had a FoamAroma Experience?
- Hey Craig, The samples arrived and we were thoroughly impressed! How much do they cost?
- Tim Morris (December 2013) – Owner: Caffè Bellezza
- Durham, NC <http://www.caffebellezza.com/>

37 We were visiting London for a couple of days to check out the coffee scene. On our way between coffee shops and roasteries we walked past a small cart where they were brewing great tea and serving it in take away cups with FoamAroma Lids. I think it was close to Kings Cross station. The experience was amazing and I'm sure it works just as well for coffee. We've been in the Specialty Coffee industry for about 12 years and have won many national championships during the years. We're considered to be one of the top roasteries in Sweden. I think that your product is exceptional with hot quality beverages and quite easy to get out on the market.

- Emil Eriksson (January 2014) – Love Coffee Roasters
- Lund, Sweden <http://lovecoffee.se/>

38 You know, I need to start filming some of the feedback I'm getting from my customers on the lid. I make it a point to tell them all the reasons why they're getting something special from me, including the lid. And when I explain what it is and what its purpose is, I can see the light bulb come on for them. They already feel like they're getting something really special,



but when I tell them about the lid it really sinks in that they're having and experience NOBODY ELSE IN THE WORLD is. It's awesome! And I'll be honest with you, I would be a great testimonial for you because (this is no exaggeration) every single day I run the truck, I am told by customers how much they love my product. At least once a day I hear "This is the best \_\_\_\_\_ I've ever had!!!" It helps that I've developed drinks, recipes and products that are only available on the truck, and that I have control over my product from the roaster level up. The lid takes what I'm doing and amplifies it, so I love it.

- Matt Drew (February 2014) – Mo' Joe A Go-Go
- McKinney, TX <http://mojoeagogo.com/>

39 Greetings Craig, I was given your contact information by Chris at Ernest Packaging in Portland, Oregon. I had previously purchased the Foam Aroma lids from Ernest Packaging but when going to place an order yesterday, was told they no longer stock them. Chris said you could direct me to a local supplier from whom I could purchase more? We love these lids and actually have customers comment on them and how much they like them so, I would love to purchase more. Please let me know how we can make this happen.

- Mount Burns (May 2014) – St. Johns Coffee Roaster
- Portland, OR <http://stjohnscoffee.com/>

40 Facebook comments to story by Roast Magazine on the Viora Lid.

<https://www.facebook.com/RoastMagazine/photos/a.376584865342.357305.376565555342/10154155175060343/?type=1&theater>

"How about FoamAroma ? they do a decent job"

- Rapolas Henrikas Rimeika - May 14 at 1:16pm  
<https://www.facebook.com/Rimeika?fref=ufi>

"FoamAroma is a better lid by far. I've tried both, prefer the FoamAroma."

- Bryan Wray - May 14 at 8:17pm <https://www.facebook.com/bryan.wray.7?fref=ufi>

41 I have been going to a new coffee shop near my work in downtown Dallas called Urban Blend. I love this coffee shop because they carry high grade beans, European standard chai, and almond milk! Today as I was enjoying my brew, I noticed your lid, and immediately realized how brilliant and wonderful your invention is. Primarily, I'd like to say thank you for following this idea through to creation! I have worked with many entrepreneurs and know it's not easy. I've also already passed on your link to some folks I know in the coffee industry - everyone should be using your product, it's fantastic.

- Serena Jetelina - Client Development Manager, Rumbline Media Group
- Dallas, TX [www.rumbline.com](http://www.rumbline.com)



## 42 Tweets

"People love your lids at Ghost Alley Espresso"

"I will see you at Coffee Fest in Portland! Your lids are a big part of our success!"

- Mercedes Carrabba (October 2014) – Ghost Alley Coffee
- Seattle, WA (<https://twitter.com/MarketGhostTour> , [www.seattleghost.com](http://www.seattleghost.com) )

43 Thanks for the info. I just contacted my distributor and requested that they carry the AromaSnap. We are really excited to carry them! They will be super popular with our customers. We have had so many requests for them it's ridiculous! Things with Pines have been taking off more and more every month! You'll have to come visit us the next time you are up in our neck of the woods. During Coffee Fest we ran out of your lids and had to go to Solo lids for a couple days. Customers NOTICED and thought you would want to know that they were not happy. You have a really great thing going on!

- Ryan Thompson (October 2014) – Owner: Pines Coffee & Tea
- Vancouver, WA <http://www.pinescoffee.co/>

44 Hi, Craig. The trial is now over. When we have our meeting tomorrow, I am going to recommend we get a case. The trial was interesting. Somehow, this thing has become my baby at the shop, so I gave out the majority of the lids. It took me about a week to do so because I only gave them to my to-go regulars because I knew they would return to give me feedback. Therefore, I was also able to give most of them multiple lids. Customer reactions have been very interesting. Most times they are in a hurry, but I clearly explained why the lids are superior and why it is good for their coffee-drinking experience. Most folks did not seem to understand right off that one lid can be better than another. After a few cups, a lot of them came around. Many people really like the snaps. Others like the better airflow. Finally, on Sunday, one of my testers came in and said, "Bill, I love these lids, man! Let's do this!" Also, our owner, who drinks hot tea, likes them a lot too.

- Bill Newmann (October 2014) – Manager: Stone Spiral Coffee & Curios
- Maplewood, MO <http://www.stonespiralcoffee.com/>

45 We have another customer interested in receiving a sample of the AromaSnaps before he decides whether he would like to buy them or not. He is LOYAL to your lids, loves them. He hates using any others!

- Jessica Bartley (November 2014) – The Daily Java (distributor)
- Dallas, TX <http://www.dailyjava.com/>



- 46 When asked about their customers' feedback on AromaSnap, Ryan replied with the following. "LOVE THEM! Awesome. You hit a homerun. Proud to be one of your supporters."
- Ryan Thompson (November 2014) – Owner: Pines Coffee & Tea
  - Vancouver, WA <http://www.pinescoffee.co/>
- 47 "No doubt!" It may sound weird....but after using the FoamAroma lid ALL other lids suck! And it does change the coffee experience."
- <https://www.facebook.com/redhutcoffee/photos/a.369078976554959.1073741828.363680270428163/608106275985560/?type=1&theater>
- Facebook comment from customer of Red Hut Coffee – (December 2014)
  - Phoenix, AZ <http://www.redhutcoffee.com/>
- 48 Changed out the lid to a FoamAroma that was brought to us at SCAA headquarters and no lie, I can taste the flavors in my latte better, it's easier to drink, and I'm getting more foam. I want to see these in all coffee shops everywhere. But in the meantime, I'm just going to keep one in my car and reuse it as long as I can! P.S. This is totally unsolicited, I just wanted to try it and now I'm a believer!
- Jodi Oliver (October 2014) – Membership Coordinator: Specialty Coffee Association of America
  - Santa Ana, CA <http://scaa.org/?page=staff>
- 49 Tweets (February 2015)
- From @penguin482: Any Plans for a silicone reusable version of your lid?
  - From @foamaroma: Thanks for asking. Yes it is on the list of Things To Do. Where did you have your first FoamAroma Experience?
  - From @penguin482: @PaperTiger360 in Vancouver, WA. I actually buy them by the sleeve from them and keep some in my car and locker at work.
  - From @foamaroma: That is awesome to hear! Thank you. This made my day. Kenny @paperTiger360 was the first in Vancouver to use FoamAroma.
- 50 Twitter (March 2015)
- **Xavier Ames** @xavessaves : Hi [@foamaroma](#)! I noticed the lid. It's beautiful! I loved being able to enjoy the full scent and flavour of my breve :) [@marthacafe](#)
    - Customer of Martha Stewart Cafe
    - New York, NY <http://www.marthastewartcafe.com/>



## 51 Tweets (March 2015)

- From @marthastewartcafe: What's so special about our FoamAroma lids – there is one opening for sipping and the other allows you to smell the aroma of your coffee or tea!
- From @foamaroma: Another special coffee shop that cares about their customers' to-go experience.
- From @marthastewartcafe: Thank you! We love our lids.

## 52 Instagram (April 2015)

- @kamkinz - @foamaroma I ❤️ your cup lid! I get a honey lavender latte & the aroma of that is fabulous!! :)
  - Customer of Pines Coffee and Tea
  - Vancouver, WA <http://www.pinescoffee.co/>

53 Thank you for a great meeting in London. You have found true believers in the magic of FoamAroma. You just cemented the feeling I already got from trying it out the first time a few days before. If you feel that we could represent the product, we are willing to do what we can to fill those containers and be your partner for Scandinavia. We visited one of our best customers here locally in Gothenburg last week and I brought a sample. They fell in love, of course :) They own three cafés and are considered one of the top places in Europe regarding coffee. So a great showcase for FoamAroma.

- Fredrik Gorthon (May 2015) – Owner: Espresso Gear
- Gothenburg, Sweden [www.espressogear.com](http://www.espressogear.com)

54 I confirm just received the sample and opened the box: lids are beautiful, the white's shining, the feeling and the touch is high quality, die cutting seems perfect....wow! You know exactly what I mean. You delivered what you promised! Yes, we performed the internal test.

FoamAroma clearly define the quality of the drink. It works and it works clearly.

- Massimiliano Salvia (May 2015) – Purchasing & Logistics Manager: SDG Scatolificio del Garda Spa (Hot paper cup manufacturer and distributor. Including the illy caffè custom cup.)
- Pastrengo, Italy [www.sdgspa.it](http://www.sdgspa.it)

55 Today was my first opportunity to test the lids and it is everything (and more) than I was hoping for. The contour under the drinking aperture for the bottom lip is an amazing detail. I tested them with my mom and am looking forward to sharing the experience with a few of my friends in the next few days...

- Joelle Kaminski (May 2015) – Owner: Infinite Zen Coffee
- Perrysburg, OH



56 Hi Craig, wow thanks for all the great info about your lid. Yes we used it at Texas coffee school and it was noticeably different from any coffee lid I have ever seen or used. I am definitely interested.

- Jon Lanier (July 2015) – Owner: Lone Star Coffee Coach
- Midland, TX

57 An underlying dilemma in the coffee industry is the push & pull between convenience and quality. For coffee shop owners with a strong "to-go" presence, offering disposable cups/lids is a must. This has always meant sacrificing a full flavor and aromatics with a traditional to-go lid. The introduction of FoamAroma lids revolutionizes this aspect, allowing customers to taste every nuance one would get from a porcelain cup. If you care about the quality of your coffee, you owe it to your customers to pay equal attention to your lids as well.

- Stephen Zirschky (August 2015) – Barista Trainer: Seattle Barista Academy
- Kent, WA <http://www.seattlebaristaacademy.com/>

58 We are truly so excited to team up with Foam Aroma because this partnership allows us to supply our students with one of the best products on the market. This helps us create a better experience for our students and provide them with more tools to help in their future success.

- Bob Burgess (August 2015) – Owner: Seattle Barista Academy
- Kent, WA <http://www.seattlebaristaacademy.com/>

59 I fell in love with these lids the first time I had one from a coffee shop. I kept the lid for nearly a year as a reminder of the company name. I now have my shop open and if I run out and have to use a different brand while waiting for my next shipment, someone always complains. My customers love these.

- Posted to: [www.baristaproshop.com](http://www.baristaproshop.com) (September 2015) - By Vibe Coffee
- Elizabethtown, KY

60 FoamAroma samples arrived. Wonderful & awesome! They fit our Imex cups perfectly. We ordered from The Daily Java on Tuesday and received it on Wednesday. We're so happy to have lids that work!

- Debbie Bartley (December 2015) – Owner: Park Street Bakery
- Brenham, TX <http://parkstreetbakery.com/>

61 @foamaroma your lids are brilliant! Enjoying a Flat White to go from @The\_Kookaburra even more because of your ergonomically designed lid!

- LaurAuthority (January 2016)
- Florida <https://twitter.com/laurauthority>



- 62 My partner, Garry, and I are opening a coffee bar in Houston Texas and have only recently heard about your coffee lids. I am very excited to hear someone has already solved all of my most hated things about take away coffee lids.
- Karee Litke (March 2016) – Owner: Fix Coffee Bar
  - Houston, TX
- 63 Good morning, Craig. We tested [FoamAroma] with 3 people. Two of them noticed a significant difference. The other did not. We'll be placing our order in August for Sept 1 start! Thank you so much....
- Frankie Rodriguez (July 2016) - Owner: Holy Roast Coffee House
  - Rosenberg, TX
- 64 I had no idea this had been on Dragon's Den. I've just watched the clip. We wish you every success and look forward to the samples being sent out, we're certain our customers will like them as much as us! We currently use cups and lids from a great stockist, however, the lids are noisy when you take a sip and some people even dribble.....nice! So....when I got the pleasure of sipping a latte walking towards the William Wallace memorial last Friday, it wasn't the famous landmark we were talking about....it was how comfortable the FoamAroma lid was seriously! Being an owner of a good quality independent bakery/coffee shop makes you appreciate the finer coffee experiences.....even if it is just a lid! It totally works. No question.
- Eleanor Cawthra (Sept 2016) - Owner: Bake My Day
  - Castleford, UK
- 65 I am a resident of Jacksonville, FL, where the Foam Aroma lids are used in the two major coffee shops that I frequent, Bold Bean and Brew. I absolutely love your lids. I have been singing the praises of these lids ever since I discovered them about two years ago. Of course it is ideal to sit down and enjoy a cup of joe from a mug, but too often many of us are running behind in the morning. The Foam Aroma lid almost FORCES one to get lost in the sense of smell and the memories that come rushing back. It brings with you the experience of a unique, delicious cup of coffee, instead of simply using the liquid as morning caffeine fuel. I am the envy of my friends across the United States, having the lids at my local coffee shops here in Jacksonville. I am currently working in medical device sales down in Jacksonville, but I would love to become a part of the Foam Aroma team. I was interested in seeing if you have ANY spots open for a coffee enthusiast. I am from Minneapolis, MN originally, but could certainly re-locate. Let me know if there's any way I could help you out!
- Matthew Brennan (Oct 2016) - Customer: Bold Bean Coffee Roasters
  - Jacksonville, FL



66 I have been singing the praises of FoamAroma lids since [I first used one over a year ago]. My personal friends and coffee shop owners at Lattes on Location service the coffee bar at Northplace Church in Sachse, Texas. I told them about your product years ago but I was SO pleasantly surprised when I went to get my coffee yesterday and there were FoamAroma lids available. I got so excited and it just jogged my memory. I wanted to tell you that I still think your product is awesome!

- Leah Hadsell (Oct 2016) - Customer at Lattes on Location in her church
- Sachse, TX

67 I've been using your lids for several years now and absolutely LOVE them, as do my customers. A friend is opening a coffee business in mid-Missouri and after visiting my shop recently, fell in love with your lids and would like to use them in his shop. I would like to know if you have a distributor in that area from whom he could purchase? Please let me know. Thank you!

- Mount Burns (January 2017) - Owner: St. Johns Coffee Roasters
- Portland, OR

68 Thank you for your prompt reply, I found about FoamAroma with a morning coffee from a random coffee shop this morning in Liverpool Street (Tube station). While walking with it and arriving at work I realised the lid and the cool functionality it had. I immediately showed my Director of Food & Beverage who really much enjoyed it.

- Nadim Nahme (March 2017) - Events Manager: The Curtain Hotel
- London, UK

69 You really do have quite the great product there and I do think brown would be a good color for your lids. When we decide to sell lids again FoamAroma lids will be our only choice. We loved your lids when we had our retail shop and our clients did too.

- Dylan Kasten (March 2017) - Owner: Cafaste
- Pinedale, AZ

70 I saw this product in Portland at Coffeefest 2015, had samples and tried them there. Now that I have my own shop I want to try it with my own offerings, since my focus is a little more on quality and experience than my previous employer.

- Kim (March 2017) - Owner: Simple Coffee & Espresso
- Carrington, ND

71 We roast the coffee for North Lime Coffee & Donuts, and prefer our coffee in to-go cups with your lids!

- Trish Murphy (May 2017) - VP (Bean Maven): Nate's Coffee LLC
- Lexington, KY



- 72 Glad y'all were open, and love your @FoamAroma lids! I haven't seen them anywhere else. I saved it to keep in my car, haha
- Instagram post from: cwbngahmga (August 2017) – customer of Cafeza
  - Houston, TX
- 73 I first found out about your lids when I stopped by Little Wolf in Ipswich, MA. We already enjoy their coffee, but the lids added to the experience which was pretty cool. It's in those intentional details, like your lids, that we're trying to provide excellence and an overall great experience for our customers - which brought us to our lid inquiry for your team.
- Katie Martin (Sept 2017) – Owner: Character Coffee
  - Utica, NY
- 74 We currently use FoamAroma, and LOVE them - our customers love them as well, so I definitely don't want to switch to anything else.
- Monique (Oct 2017) – Owner: Yellowhammer Coffee
  - Mobile, AL
- 75 People have been loving the lids! Placing another order tonight! Thanks again for a great product!
- Marcus Parkansy (Nov 2017) – Owner: Misfit Coffee
  - Saint Paul, MN
- 76 Thank you very much for reaching out. You certainly created the better mousetrap! Kudos to you. I loved the lid, easy decision to make this the lid of choice! Looking forward to sharing with my future customers.
- Tadd Overstreet (Mar 2018) – Owner: Future coffee shop
  - Arvada, CO
- 77 I Just Realized How Bad Regular Coffee Cup Lids Are - At my local coffee shop, I tried out a new type of coffee cup lid. Basically, it has a hole in the middle of it so you can smell the coffee and the part that you drink out of lets you feel the foam on your lips. So, it has enhanced my coffee drinking experience. I went to a new coffee shop in my area and noticed that the lids looked a lot different than what I was used to. Not really thinking about it, I tried to drink out of it and understood immediately what made this lid a better one than the original lids. This made regular coffee cup lids seem a little crappy in my opinion. With the lids from this new coffee shop I went to, I felt like I was getting more out of the coffee I was drinking. If you think about it, there are not really any other lids out there for coffee. Most places just use the same lid with the little hole for you to drink out of and that's that. But, now that I've found a new kind of lid I don't think that I can go back to what I've been drinking out of in the past. I can only hope that I can talk more shops in my area into carrying these lids. I looked them up and they don't seem to be that expensive so hopefully



my idea of more shops carrying these lids can become a reality where I live. And I just wanted to reiterate how crappy regular coffee cup lids are. You know the type, they are plastic and have one hole that you drink out of. They tend to protect you from the smell of the coffee and the full aroma of it as well. With these new lids you don't have to worry about losing the taste and full flavor of the coffee. If you think about the lids that people have been using for years, I think you all can agree that it's time for a change. Once I learned about the new lids from FoamAroma I decided to stick with shops that carry these lids. I don't like how the regular coffee cup lids don't let you really experience your coffee in a nice way. With these new lids, I feel like I'm getting more from the coffee I drink for my money. Anyhoo... just my thoughts. It's the little things that matter.

- Reddit by kristyjohnson84 April 2018

78 For months I've enjoyed coffee from our vendor, Refuge Coffee in Atlanta, Georgia. Recently, I noticed your logo on the lid and Google searched FoamAroma out of curiosity. I am impressed by what your brand has to offer for consumers.

- Tully Murray (May 2018) – Customer: Refuge Coffee
- Atlanta, GA

79 I did open a coffee shop. I owned it for 2 years. It was very successful and I sold it for a very lucrative amount. I used FoamAroma lids from day one. I would highly recommend them to anyone and would definitely use them again if I ever return to the coffee business.

- Nancy Packwood (July 2018) – Coffee shop owner

80 We have been using your FoamAroma lids since the beginning, and both we and our customers really love them! We also use the tabs for drive through customers if they wish. We are grateful for Tom Vincent for introducing us to your product, and for your company for developing a superior lid to offer to our friends and customers!

- Brad Schweitzer (July 2018) – Owner: Lincoln Perk
- Hesston, KS

81 I've been using your FoamAroma lids since I opened in April last year. The response is very good. While we're a small town, we do have a few connoisseurs who noticed the difference in our drinks because of the lid versus the big guys on their first visit. I love the lids and have had zero trouble with them or the AromaSnaps, which I use as well. Thank you for your follow up. I'm a fan.

- Sandy Scott (July 2018) – Owner: Clear Fork Coffee
- Albany, TX



82 I just wanted to let you know that we have been using FoamAroma lids in our coffee shop for about the past 5 months or so. They are great!! Customers love them and we even turned our coffee roaster onto them. We have been using Texas Specialty Beverage as our distribution center. We opened The Bookstore in Kilgore & The Coffee Cherry in Kilgore, TX a year ago this month. Business is growing and we love having the shop! Thank you again for reaching out and thank you for creating such an awesome product! Just a side note - we use ripple cups and before using FoamAroma, we used regular lids. One time out of four they would split down the side of the lid. It was very frustrating. We switched to FoamAroma just because we liked them better and in turn, we had no more splitting lids!! So, we truly couldn't be happier with FoamAroma.

- Vangie Woodfin (August 2018) – Owner: The Coffee Cherry
- Kilgore, TX

83 Thank you so much for your email and I look forward to receive the samples :-)) I work as The Cheif Operation at a Speciality House and might open my new cafe soon. I am so infested in your Lids as we currently use the Viora Lids, yet I found yours are so special. I have an address in the US but I am from United Arab Emirates, Dubai and I saw your beautiful and unique Lids In Ratios Cafe in Sharjah. The experience was really memorable and I was smiling at every sip :-)) Do you deliver to UAE ? Or internationally please?

- Amna Harmoudi (October 2018) – COO: Specialty Coffee House
- Dubai, UAE & Hawthorne, CA

84 Yes, we're still using FoamAroma and still love them! New customers continue to remark on how much they love it and how intentional it shows that we are into all details of the coffee.

- Eric Spivack (December 2018) – Owner: Alchemy Coffee
- Jamestown, VA

85 Hi Craig, Just had a latte Ascension in Dallas Texas and they use your lids. I checked out your website and totally agree with what you said about the different experience when having a cup at the coffee house with an open top versus a to-go coffee. Your lid gave the best experience for coffee on the go.

- Grant Clinton (February 2019) – Customer: Ascension Coffee
- Dallas, TX

86 Hey Craig, we just received the sample you guys sent us. We absolutely love the lids and the little tab you came up with! We would like to set up an account with you guys, so that the next time we need lids we can order from you. Thanks for everything!

- Matthew Piva (February 2019) – Customer: VB Chocolate Bar
- Cottleville, MO



87 I have been using these for years, and am so shocked these have not become the industry standard across the globe. if you ever ask someone which product taste better, and have them sip the same drink with a standard lid, or one of these, foam aroma always wins. at the competitive price point I don't know why my shop is the only place I have every been to with these lids. do your customers a favor and utilize this product!

- Posted to [www.baristaproshop.com](http://www.baristaproshop.com) (July 2019) - By Misfit Coffee Company
- St. Paul, MN

88 Aroma lids are perfect! These lids are a perfect fit for the hot paper cups I ordered. I especially love when I use them for peppermint hot cocoa. I top the cocoa with whipped cream & sprinkle crushed peppermint kisses on top & the aroma lid allows my customers to get that refreshing smell of peppermint as they drink their cocoa.

- Posted to <https://hotcupfactory.com/collections/hot-cup-lids/products/premium-aroma-hot-cup-lids-black> (Jan 2020) - By Jennifer B.
- Hot Cup Factory (distributor)

89 Where can I purchase these lids? My local coffee shop used to offer them, but recently stopped. Yeah the shop I'm referring to is Klatch. They keep saying they're going to get more, but it's been a few weeks now. They've gone through short periods with regular lids before but it feels longer this time. They are pretty hardcore about taste though, so hopefully they really are going to have more soon. In the meantime I'll see if I can find one or two lids at their other locations that I can reuse. Thanks for the reply and for making an awesome product!!

- Email from a customer of a shop using FoamAroma - Richard O. (March 2020)
- Ontario, CA

90 The lids were perfect as well as the cover snap in pieces. I bought some through Barista Pro Shop because I was already ordering stuff from them. Thanks Craig! My customers absolutely love the lids too btw. I'm seeing Instagram pictures go up and I've heard it directly.

- Derek Lund (April 2020) – Owner: Koi Coffee and Tea
- Menasha, WI

91 My wife and I just enjoyed the most mesmerizing to-go coffee we have ever dreamed of thanks entirely to your genius lids! We don't know what it has cost you to create it and make it available, but we are indebted to you and could not be more grateful and relieved. Thank You!!

We couldn't stay away from your lids and had to return to Red Horn this morning. They were even better than we remembered! Here are some dead honest quotes from the bottom of our hearts. All rights, including edits, transferred to you without reservation:



Now I know how my parents felt watching the first moon walk. A plastic lid just lifted my to-go cup above the satisfaction of a ceramic mug!

The best lid I ever had previously was immediately downgraded to a '3', at best. Future generations will never know how bad we had it.

We now travel past 15 excellent coffee shops just to get to the one carrying FoamAroma lids!

- Mike & Pam Otten (May 2020) – Customer: Red Horn Coffee & Brew
- Austin, TX

92 Thank you so much for the samples. I was amazed at how much flavor came out of my pour overs from your lids! It definitely reduces perceived bitterness as well. I noticed another shop in town, Sump Coffee, is using them as well. Your lids really make my experience as a customer with a great coffee that much better. I would love to use your lids on my coffee trailer. What is your pricing and would I be able to get them by the 21st? Thank you again.

- Connor Johnson (August 2020) – Owner: Pit Stop Coffee Company
- Nashville, TN