

# Coming Soon To A Coffee Shop Near You? The FoamAroma?

Posted by: Mike in Coffee Accessories 9 Comments 1,101 Views



Most of the time coffee and coffee equipment show up at the Daily Shot Of Coffee kitchen for review. However, there's times when other coffee related accessories make an appearance, they are often random, sometimes gimmicky and occasionally very useful that could completely change the coffee industry.

When I heard about the [FoamAroma](#), I thought it was more on the gimmicky side of things. I almost didn't respond to their email offering to review the product, I was afraid that I was going to end up giving it a negative review and that's never fun or easy to do. But I did accept their offer and tonight the FoamAroma is in my kitchen.

## What Is The FoamAroma?

The [FoamAroma](#) is a redesigned coffee lid for to-go cups, designed to "let you savor the foam, inhale the aroma, without getting burned."



After opening up the package that the FoamAroma came in, I quickly realized that it wasn't what I expected and that it might not be just a gimmick. I was under the wrong impression that the lid released some sort of foam that gave the drink some sort of coffee aroma. It's nothing like that. It's simply a redesigned lid and right away, I had a moment that this is brilliant...if it works as they describe it.

As far as savoring the foam, I can't really speak to that. I simply had black coffee when I tried out the FoamAroma, however I can say that it did seem better constructed to allow room for the foam and prevent any from spilling out.

When it comes to inhaling the aroma, there is a large hole in the middle of lid. It did indeed allow aroma out of the cup and directly into my nose. Of course, that large hole allows the coffee to cool down quicker. My solution was simply to drink my coffee quicker, which I don't think is such a bad idea for any coffee lover. On a side note, it didn't cool down so quickly that I felt rushed to pound my drink.

The most important part to me was not getting burnt and this little lid impressed me. It did allow for slurping without burning my tongue and it was easy to drink from overall. I could taste more, sooner after the coffee was brewed, without having to wait forever for it cool down.

There's two other benefits to using the FoamAroma. Because of the material it's constructed with, it is reusable so you'll be filling up the garbage dump with less lids. Also, it's constructed with less material than the traditional to-go lid. Of course, it's not as environmentally friendly as a thermos or travel mug, but it is an improvement.

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.