



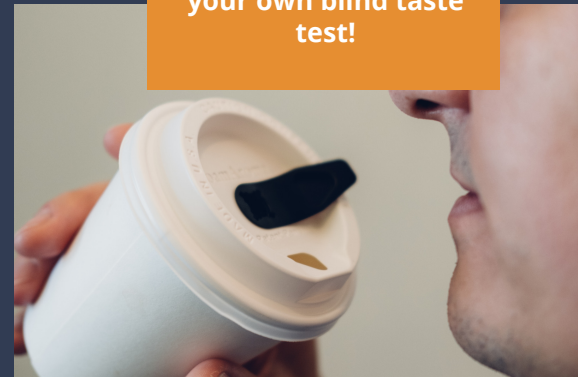
FoamAroma

WHEN WAS THE LAST TIME YOU TRIED YOUR COFFEE IN A TO-GO CUP WITH YOUR LID?

You spent hours on finding the best coffee and training your baristas – did you take the time to search for the best coffee cup lid? With FoamAroma, there is no need to sacrifice quality in the name of convenience.

Scents create powerful memory associations. Help your customers create that bond when they sip on your hot drinks.

Order free samples today and perform your own blind taste test!



AROMASNAP™ BENEFITS

- **Snaps to the FoamAroma lid** to keep contents hot
- **Built-in venting** for hot air pressure release
- **Rotates** for easy drinking



FOAMAROMA® BENEFITS

- **Savor the foam:** Redesigned drink and vent holes to include foam when drinking a latte.
- **Inhale the aroma:** Customers get to fully enjoy their hot drink and all its aromas. Hot chocolates & teas included.
- **Comfortable mouthfeel:** Gentle, rounded angles on the drinking hole make sipping easy.
- **Avoid “geyser squirt”:** Contours of lid minimize spillage. But if spillage occurs, it’s contained in the center and flows back into the cup.
- **Temperature control:** Inverted triangle drinking hole & adequate air venting allows for slurping.



INHALE THE AROMA

ABOUT US

In 2011, I created **FoamAroma out of sheer frustration** with the to-go lids on the market. When I took my lattes to go, the lids never really transferred over the microfoam feel and aromas that I enjoyed. Instead, the lattes were replaced with an uncomfortable mouthfeel, minimal flavor, scents of plastic, and the occasional spillage.

I thought, *There must be a better way to mimic a ceramic cup experience on the go.* With my engineering background and desire for a better latte, I created the patented FoamAroma lid. It's designed to allow the **essential aromas** through while containing the liquid within. For optimal spill prevention, the AromaSnap fits perfectly over the lid.

Now, thanks to the FoamAroma lid, you and I can fully enjoy a latte or hot drink while on the go.

– Craig Bailey, Inventor & Owner

FOAMAROMA LID

Available in white, brown, and black
1000 units per box
(10 sleeves of 100)

AROMASNAP

Available in white, brown, and black
Sold separately
750 units per box

Delivered To You By:
<https://www.imperialdade.com>



"We have been using your FoamAroma lids since the beginning. Both we and our customers really love them!"

LINCOLN PERK / HESSTON, KS

"Your lid gave the best experience for coffee on the go."

COFFEE CUSTOMER IN DALLAS, TX

"I have been using these for years and am so shocked these have not become industry standard."

MISFIT COFFEE COMPANY / ST. PAUL, MN

Need samples? Request them at <https://foamaroma.com/contact>.



FOAMAROMA[®] 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[®] Fix** – FoamAroma[®] 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[®] 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[®] Fix** - The FoamAroma[®] 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. One of the advantages of drinking in the shop is that the coffee shop smells like coffee. This greatly enhances the experience which is noticed as you enter the shop. With using FoamAroma[®] in the car, the car is filled with coffee aroma which replicates part of the coffee shop experience.

➤ **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[®] Fix** – For lattes and cappuccinos, foam is mostly air and is much cooler than the hot milk. The FoamAroma[®] 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.



FOAMAROMA[®] BENEFITS

➤ 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[®] Fix - The depression in FoamAroma[®] 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[®] while driving.

☑ 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 on them.
- ☑ FoamAroma[®] Fixes – 1) One barista was in the process of taking FoamAroma[®] for a test run. She made her favorite foamy latte and proceeded to put FoamAroma[®] 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[®] 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[®] 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[®], 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[®] Fix - The FoamAroma[®] drink and aroma holes are big enough to easily accommodate two large straws.

➤ ADDITIONAL BENEFITS

- ☑ Flavor Enhancement - The FoamAroma[®] 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[®] drink hole design (hole on slanted surface and flat front edge for the bottom lip) enables the drinker to create a good seal around the drink hole with a relaxed mouth that feels better and prevents the dribble down the chin.



FOAMAROMA[®] BENEFITS

- ☑ Drink Hole Alignment Aid – The FoamAroma[®] 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.
- ☑ Ease of Stacking – Some conventional lids require them to be aligned exactly in the same orientation so they stack squarely without making the column of lids tilt to the side. The FoamAroma[®] lid does not require this aligned orientation to maintain a straight column of stacked lids. FoamAroma[®] lids can also be stacked over a rod through the center aroma hole making it very easy to reload and dispense.
- ☑ “Snap-On” Fit - FoamAroma[®] is made from a premium blend of plastic specifically to resist cracking. The material is pliable and flexible that will stretch to adapt to the inconsistencies of the cup rim. In application, this means that FoamAroma[®] can be put on the cup with a simple pressing on with a flat palm until a nice “pop” is heard as it snaps on. So, the classic thumb roll around the perimeter is not required.