

MEDIA RELEASE

AUSTRALIA'S GLOBAL AWARD-WINNING COFFEE CUPS

April 23, 2018

For immediate release

An Australian innovation has taken out the 'Best New Product – Coffee Accessory' Award at the Specialty Coffee Association Expo in Seattle on the weekend.

The American expo provides a platform for the coffee industry to see what is new on a global scale.

Detpak's new Precision Series hot cups have taken out this award, following local recognition in the People's Choice Award and 2nd in the Judges Choice of the Product Innovation Awards at the Melbourne International Coffee Expo in March.

The innovative new cup range was designed in collaboration with Australian specialty coffee professionals, including Craig Simon, three-time and current Australian Barista Champion, who said the cups provide a solution for one of baristas' longest standing challenges.

"The new Precision Series helps us serve a consistent coffee taste and strength in every size," Craig said.

"Coffee lovers no longer have to compromise on taste when they take away their daily cup."

The cups provide an accurate metric measure of volume, available in 160ml, 200ml, 240ml and 320ml, aligning with commonly used ceramics in most specialty cafes.

Also involved in the collaboration was Veneziano Coffee Roasters, Genovese Coffee, Tim Adams Specialty Coffee, and Pilgrim Coffee.

Detpak's Design and Innovation Manager Andrew Good said designing this cup range was about creating a product that would allow the barista to offer their consumer the opportunity to celebrate the coffee taste experience as it was intended.

"Developing the Precision Series was about taking what we'd learnt from Australian speciality coffee professionals and creating a cup range to reflect this," Andrew said.

"Initial testing revealed that not only do current takeaway cups not match with what a customer would get if they bought their coffee to have in-cafe, but volumes were also largely not true to what the cup said it was.

"Each cup in our new range is of a volume that promotes the ultimate in coffee taste and experience by allowing for the perfect ratio of coffee to milk," Andrew said.

To find out more about the Precision Series cup range, head to www.detpak.com/precisionseries or contact:

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About Detpak

Member of the Detmold Group, Detpak is a specialist paper and board packaging manufacturer dedicated to the food service industry. Detpak is a well-respected name in the coffee industry, with a comprehensive suite of products from the iconic Ripple-Wrap™ cup, to a fully biodegradable and compostable café range.