



MEDIA RELEASE

THE PERFECT RATIO - THANKS TO DETPAK'S PRECISION SERIES^{ML}

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Detpak's new Precision Series^{ML} promotes the ultimate in coffee taste and experience.

In recognising the challenge faced by baristas to replicate an in-cafe taste experience in a takeaway cup, Detpak have launched their new cup range – the Precision Series^{ML}.

Designed in collaboration with Australian specialty coffee professionals, including Veneziano Coffee Roasters, Tim Adams Specialty Coffee, Genovese Coffee and Pilgrim Coffee, these innovative new cups help achieve the perfect coffee to milk ratio and are the official cup partner of the World Barista Championship.

Two-time Australian Barista Champion and World Barista Championship finalist Craig Simon said the cups finally 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 Simon 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, lining up well with the commonly used ceramics in most specialty cafes.

Helping to reduce milk wastage, these cups will also streamline the front of house process and have the added benefit of minimising raw materials to decrease the carbon footprint of takeaway coffee cups.

Detpak are launching this new range with a series of latte art Smackdowns across five states of Australia.

Both baristas and attendees of these smackdown events will be in with a chance to win a trip for 2 to the World Barista Championship in Amsterdam this year.

Events will be hosted in partnership with some of the Precision Series^{ML} cups first customers including Tim Adams Specialty Coffee, Veneziano Coffee Roasters, Pilgrim Coffee, Dachshund Coffee and Genovese Coffee.

For more information about the products or the events visit 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.