

Name of person being quoted: Craig Bailey

Job Title: President/Owner

Company Name: FoamAroma LLC

Website: www.foamaroma.com

Questions are in no particular order...

NOTE: Richard, as I deal only in the lid business, I will only speak to issues regarding the lid and take-out drinks.

What are the biggest challenges a retailer faces when choosing the right sleeves, cups, lids or mugs to accommodate their business?

Before FoamAroma® the biggest challenges were price and availability. Functionality was not a point of discussion as most lids were made for the same purpose, to cover the liquid in a paper cup as a spill protection device. There is a very wide range in prices for the same lid depending on where the lid is purchased. The basic choices for buying the lids are self-pickup at a wholesale outlet, online, or delivery by local distributors.

I think another challenge might be the open hole vs. the “plugged hole” like the lid with the slide closure or inserting a plug stick. For the extra cost is it that big of a plus for the consumer?

What are some cost issues/benefits to your products? Do retailers tend to look for quality over quantity, or the other way around?

There are two major cost benefits to FoamAroma. This first one is that FoamAroma resists cracking therefore making it reusable. Coffee shop owners report that customers sometimes bring their FoamAroma lid back to reuse it thus saving the cost of the lid. The other cost benefit is that the quality of a coffee or tea drink experience can be increased for only a half a cent more per drink when using FoamAroma. This is a cheaper option than spending much more on higher priced coffee beans or tea leaves.

There are definitely two types of business owners. One is purely focused on the cost. The other wants the best product offering for their customer. My guess is that about one third of the shop owners I talk with really focus on quality as a priority and cost as the secondary concern.

What are some innovations that Foamaroma Llc has initiated in the products to entice retailers while retaining quality?

FoamAroma has been designed by a drink connoisseur for drink connoisseurs. It is so simple and effective you'll wonder why it hasn't been invented before. When things work this well, you forget they're there, leaving customers to concentrate on the one thing they came to enjoy: the drink experience. The specific innovations are:

1. The center aroma hole allows the consumer to sense the aroma. This hole also provides air for relieving pressure so the drink flows without sucking.
2. The drink hole allows the latte and cappuccino foam to flow out integrated with the milk and espresso. The triangular drink hole is designed with a very specific shape and sloped angle to allow the foam to flow out the drink hole for all tilt angles of the cup.
3. The combination of the holes' shapes, locations, and angles reduces the typical "geyser effect" of spillage that squirts out onto the consumer. If FoamAroma has spillage, the liquid falls away from the consumer and is contained in the reservoir area.
4. The larger holes allow the consumer to slurp air while drinking like with a mug. The slurping percolates the liquid which helps to avoid the burned tongue. The aspirated liquid forms droplets that coat the full mouth and pallet which enhances the flavor profile of the drink.
5. The mouth feel and comfort of drinking is far superior than with the standard lid with the "sippy-cup" shape.

What trends do you see in the industry, and how many of them do you see are here to stay?

We hope to see the trend of shop owners paying more attention to the to-go drink experience.

What is a distinctive experience that your customers will have when they use your product?

The distinctive experience that consumers have when using the FoamAroma lid is that they can now enjoy their hot drink on-the-go with the same sensory experience they have when drinking from an open mug.

What materials are used to manufacture your products that customers should look out for if they are looking for a high-quality product?

FoamAroma is made with a premium blend of hi-impact polystyrene. The blend is Environmental Stress Crack Resistant (ESCR). Polystyrene gets brittle and cracks when exposed to oils and fats in warm dairy products. ESCR plastics resist this effect which allows FoamAroma to be reused. Also, this blend of plastic is flexible so FoamAroma can stretch to adapt to a wide range of cup brands without splitting or leaking.

Retailers are concerned with heat-transfer issues associated with hot beverages. What are factors they should look for in keeping their customer's beverages hot?

When compared to no lid at all, FoamAroma helps to maintain the drink temperature. Compared to the other single hole lids, the cup with FoamAroma is only two (2) degrees cooler after 20 minutes. Also, with the aroma hole and larger drink hole the consumer can slurp by pulling in extra air. The slurping percolates the hot liquid on the lips to help prevent burning the mouth. So the liquid is cooled at the lips while the liquid in the cup stays hot.

Do you have an eco-friendly line of products (think green)? For instance: Do you make compostable and/or recyclable products? From what material are your products made?

I have researched the plant based materials used for making compostable and biodegradable lids. When I tried them I noticed an odor and the flavor of the drink was adversely affected. Plus, they became flimsy when exposed to the hot steam of coffee and tea.

FoamAroma is made from a premium blend of hi-impact polystyrene that allows us to make FoamAroma using a thinner sheet material, thus using less plastic per lid. Some other brands of lids made with polystyrene weigh about 30% more than FoamAroma.

Do your products display advertisements or promotional material?

No

What are some suggestions you have for retailers to curb waste? For instance, encouraging customers to bring their own mugs, keeping a tight hold on inventory, etc.?

Retailers can encourage reusing the lid, use a lid that consumes less material to make, and to avoid using additional materials like double cupping and plug sticks.

Please describe how Foamaroma Llc's products contribute to retailers success.

The FoamAroma lid delivers a more enjoyable and memorable drinking experience to their customers. Some customers will choose to visit the shop with FoamAroma instead of other shops that do not.

Are there any other comments you'd like to add?

Before FoamAroma, there was not much thought given to what lid to use. Now, shops can differentiate themselves by considering the customers' experience with their to-go drinks and opting to provide the best experience possible.