

the AROMA LID™

THE PROBLEM

*a taste altering
experience*

LIDS ARE AFFECTING YOUR COFFEE BEAN

When a plastic lid is heated from a hot beverage it emits **a scent of HIPS plastic**. Even a hint of plastic odor will ADVERSELY affect the coffee.

The problem is hot beverages create thermal waves that hit the coffee lid and cause it to release this undesirable aroma.

Taste is 80% aroma and because smell is our most powerful sense – SO this problem is creating a Taste Altering Experience.

YOUR BEAN is important to your brand – so you don't want a plastic aftertaste with every sip of your coffee.

*Humans inhale and exhale 24, 000 times per day, so they will, **without a doubt**, inhale as they drink coffee.*

With cork taint in wine, humans can detect it at around 1 part per trillion which is analogous to a single second in thirty two years.

about coffee aroma and taste

THE POWER OF AROMA

Coffee aroma is responsible for **ALL coffee attributes**, aside from the mouth feel which is the sweet, salt, bitter or sour taste as perceived by the tongue.

Aroma is the most significant attribute to Specialty Coffee.

Coffee aroma is perceived primarily nasally and secondly, retro nasally.

When a lid is present – the aroma is BLOCKED and if the beverage is hot, then the lid will emit a HIPs plastic scent.

Genetic research is finding that coffee aroma ALONE causes protein releases that have healthful antioxidant properties known to protect nerve cells from stress-related damage.

changing the coffee to go experience

USING AROMATICS

But now, we can add **AROMATICS** to a coffee lid.

We have added a coffee fragrance and embedded it inside the lid.

- eliminates all negative plastic HIPS smells
- 6 month life cycle

The “Coffee Notes” of the added aroma will strike the same chords and harmonise with the coffee beverage.

The **physical experience** is that the coffee will taste better – *and* closer to the TRUE TASTE.

Our AROMA LID overcomes all blockage and plastic taste issues – making it the “**best tasting**” coffee lid in the world.

Craving more coffee

THE EFFECT OF AROMA

Aroma, whether strong or subtle, is an **appetite stimulant**. The scent of a cookie makes us desire a cookie.

By adding coffee fragrance to the coffee lid, we now have an **AROMATIC RELATIONSHIP** for the coffee beverage. This increases our appetite for coffee every time we are subjected to a coffee aroma.

Because the sense of smell is so powerful, the association is a subliminal stimulus. So, the user subconsciously craves more coffee when using a lid embedded with aroma, than a lid that is not.

In popular culture, this **Conditional Reflex** is often referred to as "Pavlov's' Dog' syndrome.

Bottom Line – aroma increases coffee craving & coffee craving increases purchasing episodes.

We created a lid called a "BLANK"
designed to receive the "INSERT"



Only the INSERT is infused with the
Aromatic coffee scent.

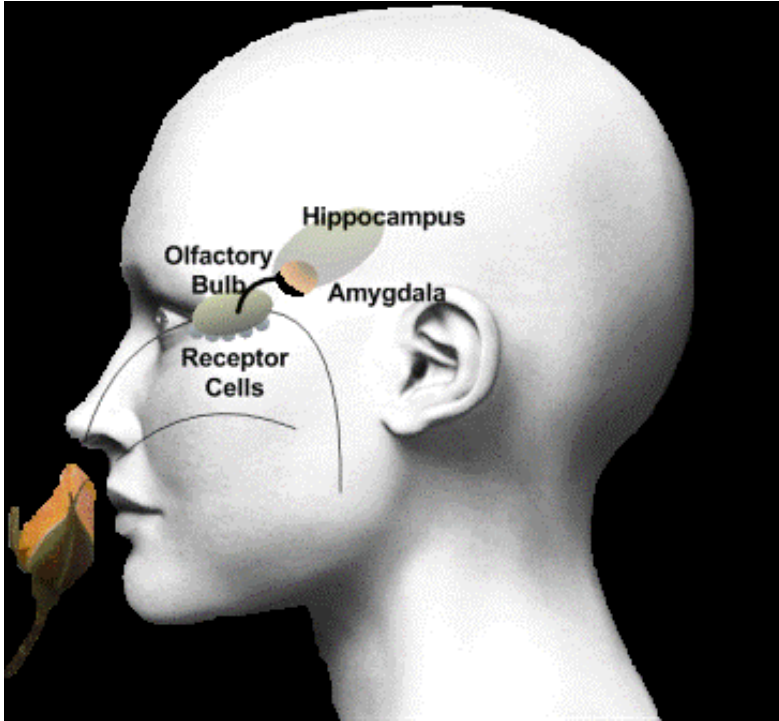


*"Aroma cannot be infused into a conventional lid because the manufacturing method
requires multiple heat process"*

the SCIENCE of aroma

(bonus slides)

THE SCIENCE OF SMELL



ABOUT OUR SENSE OF SMELL

Taste and smell are chemical senses that detect chemicals in our environment. Smell is dramatically more powerful than taste.

Vaporized odour molecules reach our nostrils and dissolve in the mucus, receptor cells detect and identify the odour. Olfactory Bulbs at the back of the nose send messages directly to the most primitive part of the brain where they influence emotions and memories (limbic system structures) and the neo cortex where they modify conscious thought.

Our sense of smell is 10,000 more sensitive than any other sense and is the only sense that is immediate and extends directly to the brain.

The Limbic System is vital to our Emotions, Memory and Mood

THE SCIENCE OF SMELL



THE FRAGRANCE OF COFFEE

There are 800 different identifiable coffee aromas compounds (three time more than wine).

From herbal to fruity, complex, smoky, nutty to floral notes to high fleeting notes – the Bouquet or Nose of the coffee aroma is a distinct part of the signature coffee brew.

The Aromatic Profile of a bean is directly related to the quality of the brew.

With the Aromatic lid, we can **replicate the most prized notes** to ensure they impart only the most desired characteristics when presented with your signature coffee.

In comparison to standard plastic coffee lids – we are worlds apart in superior aroma interfacing.

only available at mint

MINT

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