



## The KRUVE Sifter Can Make Any Coffee Taste Better

With micron-level precision, it takes the guess work out of grind size

**TORONTO, ON - July 2017** - A creative Toronto-based company, KRUVE Inc., has developed a product that can make any coffee taste better, regardless of the brew method or grinder that is used.

With coffee lovers around the world becoming increasingly interested in the science behind the perfect cup, every second, gram, and degree is important. However, until now, grind size has been mostly arbitrary. A typical coffee grinder uses a numerical dial that can be set within a range of *fine*, *medium*, or *coarse*; but how does one accurately quantify *fine*, *medium*, or *coarse* in a way that is replicable and reliable? Often, coffee recipes employ vague comparisons such as *sugar* or *sea salt*. Not only is *sea salt* an arbitrary size, but grinders cannot ensure a *uniform* salt-sized grind. To combat this, many companies set out on an endless journey to improve the grinder itself, but even the best grinders on the market work by shattering the coffee bean into tiny fragments. This results in uneven coffee grinds that are split into an array of *Fines* (smaller grinds) and *Boulders* (larger grinds).

The KRUVE Sifter solves the problem of uneven grind size and arbitrary measurements. With two tiers and up to fifteen interchangeable sieves, the KRUVE Sifter delivers 105 possible coffee grind sizes at the precise micron range of your choosing! This means you get a truly uniform grind every time you brew and that, in turn, means better tasting coffee. It's no different than cooking your favourite meal. If you have ingredients of multiple sizes, the smaller pieces will be over-cooked or burnt and the larger sized ingredients will be under-cooked or raw. With the KRUVE Sifter, you pour in your coffee grinds, shake, and voila! A perfectly uniform grind, every time. As company co-founder Mark Vecchiarelli notes, "Many have tried to perfect the grinder, but we perfected the grind." Of course, you should still use a good grinder. However, the KRUVE Sifter will compliment and enhance *any* coffee grinder on the market, whether it is an inexpensive hand-grinder or an expensive commercial-grade grinder. Add to that, in many kitchens and coffee shops around the world, the KRUVE Sifter is being used as an extremely precise calibration tool for grinders.

Since its launch, the KRUVE Sifter has been used by several world-famous barista champions in numerous international competitions and is often cited as the winning tool in their repertoire. For example, Canadian champ Benjamin Put called the KRUVE Sifter, "The anchor of my signature drink!" To learn more, visit [kruveinc.com](http://kruveinc.com) and be among the first in the world to taste coffee the way it was meant to taste.

### QUICK FACTS

- Great coffee requires uniform grind size. The KRUVE Sifter uses two tiers of sieves to remove both *Fines* (small particles) and *Boulders* (large particles) created by grinders.
- With up to 15 interchangeable sieves, the KRUVE Sifter allows for 105 possible grind size combinations, providing the brewer full control over their grind.
- The KRUVE Sifter provides a standardized language for grind size, which can be used when sharing recipes. Arbitrary grind sizes no longer need to be accepted as the norm.
- Incredibly accurate grinder calibration tool. Optimizing grinder via micron-level precision.
- Home brewers can now enjoy world champion barista-quality coffee from the comfort of their kitchen.

**Contact:** Mark Vecchiarelli | Chief Marketing Officer | [KRUVE Inc.](http://KRUVE Inc.) | [media@kruveinc.com](mailto:media@kruveinc.com) | 647-557-9773