

# THE ULTIMATE COFFEE EXPERIENCE


A NEW WAY TO  
EXPERIENCE COFFEE



2019 Good Design  
Award Winner



**ICOSA**<sup>®</sup>  
BREWHOUSE



LIKE YOU,  
WE BELIEVE COFFEE  
~~IS NOT JUST A DRINK~~  
~~— THAT SHOULD BE —~~  
~~— QUICKLY CONSUMED, —~~  
IT'S AN EXPERIENCE THAT  
SHOULD BE FULLY  
**ENJOYED & APPRECIATED**



THAT'S WHY ICOSA BREWHOUSE EXISTS

TO CREATE AMAZING  
COFFEE PRODUCTS THAT ELEVATE  
THE WAY WE APPRECIATE COFFEE.

Mashable YAHOO! TECH uncrate

DAILY COFFEE NEWS YD PRODUCTHYPE

WE REVOLUTIONIZED COLD BREW COFFEE AT HOME WHEN WE LAUNCHED THE ARCTIC COLD BREW COFFEE SYSTEM.



8128 BACKERS \$613K PLEDGED



#1 FUNDED COLD BREW COFFEE MAKER IN CROWDFUNDING HISTORY



2691 BACKERS \$240K PLEDGED



TOP 3 COFFEE PRODUCT OF ALL TIME ON KICKSTARTER



THE ARCTIC COLD BREW COFFEE SYSTEM ALLOWS COFFEE LOVERS TO MAKE DELICIOUS COLD BREW AT HOME IN 4 SIMPLE STEPS

NOW WE'RE BACK TO CHANGE COFFEE  
AROUND THE WORLD AGAIN, WITH...

**avensi**<sup>™</sup>

THE WORLD'S BEST  
COFFEE ENHANCING GLASSWARE

INTRODUCING THE  
AVENSI COMPLETE SET  
LEFT TO RIGHT:  
VIDA, ALTO & SENTI



**THE AVENSI COMPLETE SET**  
LEFT TO RIGHT: SENTI, VIDA, ALTO

You wouldn't drink your **wine** from a **plastic cup**. So why drink your **coffee** from a **mug that doesn't reveal its full potential?**

A brand new category of scientifically engineered double wall coffee cups; enhance, reveal, and maximize the **full taste, aroma and flavor of your coffee** like never before.

AVENSI is a revolutionary coffee glassware line that combines the **decades of science and engineering from wine and spirit glasses with what was missing from coffee.**

Simply put: it's time for a completely new way to appreciate your coffee.

- Fluid Dynamics
- 2.0mm Ultra Thin Rim
- Patent Pending Design
- Temperature Control
- Fluid Dynamics
- Iconic Design
- Designed for Swirling
- Hand Blown Borosilicate Glass
- 2-in-1 Design (6oz/14oz)
- 6oz Integrated Pour Line
- Aroma Amplification
- Taste Enhancement
- Temperature Sensng
- Hexagon Grip Profile



# CREATED BY THE WORLDWIDE COFFEE COMMUNITY

Creating the **world's best coffee cup** and changing the way coffee is **enjoyed** around the world is no simple task.

This could only be possible by working with the **most passionate coffee lovers around the globe.**

AVENSI was developed and refined with **over 90 coffee experts from 30 countries**, AVENSI was created from the ground up to enhance your flavor experience.

The result is a next generation coffee cup that allows you to taste and appreciate your coffee in a way never before possible.



 **KALEY GANN**  
• USA Brewers Cup Champion 2019

 **BEN MORROW**  
• Australian latte art Champion 2015  
• London Coffee Masters Champion 2016

 **CAROLINA GARAY**  
• World Aeropress Champion 2018  
• USA Aeropress Champion 2018


 **MATTHEW LEWIN**  
• Australian Barista Champion 2019  
• Trainer and R&D at Ona Coffee

 **MACIEJ DUSZAK**  
• Polish Brewers Cup Champion 2017  
• SCA Coffee trainer

 **GINA DI BRITA**  
• Australian Coffee Woman of the Year 2019

 **MARTIN HUDAK**  
• World Coffee in Good Spirits Champion 2017  
• Founder Spiritual Coffee




 **DR STEFFEN SCHWARZ**  
• Leading World Coffee Scientists  
• Founder Coffee Consulate

 **DEVIN LOONG**  
• 2x Australian Brewers Cup Champion  
• Head Trainer at Ona Coffee

 **IAN PICCO**  
• USA Coffee Roasters Champion 2018  
• SCA Sensory Trainer

 **ALEXANDRU NICULAE**  
• World Coffee Roasting Champion 2016  
• National Brewers Cup Champion 2014


 **FUMIAKI NOZATO**  
• World Coffee Cocktail Champion  
• Japan Coffee Cocktail Champion


 **LAURA DE BOECK**  
• 2x Belgian Brewers Cup Champion  
• 3x Belgian Cup Tasters Finalist

 **MIKAEL PORTANNIER**  
• 2x French Coffee in Good Spirits Champion



 **STEVE CUEVAS**  
• 2017 US Cup Tasters Champion  
• 2x Gold Bean Champion

 **ROB CLARIJS**  
• Coffee Masters Champion 2019  
• Entree Best Barista Champion 2018

 **DAVID DONDE**  
• Founder of Truth Coffee, Top 50 Coffee Shops in the World  
• Coffee Sensory Judge

 **LUPIN LIU**  
• World Cup Tasters Champion 2014  
• World Brewers Cup finalist 2018

 **GABRIEL CAROL**  
• 2x Romanian Brewers Cup Champion  
• World Brewers Cup Semi-finalist 2017

 **NIKOLAS KONSTANTINIDIS**  
• German Brewers Cup Champion 2018  
• Hellenic Brewers Cup finalist 2014

 **LOK CHAN**  
• World Cup Tasters Champion 2017  
• Hong Kong Aeropress Champion 2015

 CAROLINA GARAY  
• World Aeropress Champion 2018  
• USA Aeropress champion 2018



“ When you think about the wine world, a lot has been said about what glass goes with certain wines. I believe this applies to coffee. We are talking about a sensorial experience and **a specific cup designed for coffee is a game changer.**

A cup that encapsulates aromas so well that you can describe as mouthfeel.

 IAN PICCO  
• USA Coffee Roasters Champion 2018  
• SCA Sensory Trainer



“ It really **delivers a concentrated aroma right to your nose for a more flavorful experience.**

Not unlike a wine glass, you can swirl it around, get your nose in there, it's designed specifically for coffee and specifically to enhance that aroma.

I love it and I hope you do too.

 DEVIN LOONG  
• 2x Australian Brewers Cup Champion  
• Head Trainer at Ona Coffee



“ After many years of experimenting with many vessels for coffee, **I love the fact [the AVENSI] cups provide a wide range of possibilities to express my coffees,** giving more control over the result of what a coffee can be.

 FUMIAKI NOZATO  
• World Coffee Cocktail Champion  
• Japan Coffee Cocktail Champion



“ The [AVENSI Glasses] are made to fit very well with specialty coffee. **It became easier to sense the aroma, flavor, and aftertaste.**

Thanks to these glasses, we can feel more character of delicious coffee.

 GINA DI BRITA  
• Australian Coffee Woman of The Year 2019  
• Founder International Women's Coffee Alliance AUS



“ If you are serious about your total coffee experience, then you must try this scientifically designed glassware.

This glassware makes perfect sense, like savouring a quality wine, a quality brewed coffee should be experienced to capture the nuances and complexities of flavours. Coffee has over 2000 flavour descriptors, while wine has approximately 800.

 KALEY GANN  
• USA Brewers Cup Champion 2019



“ As a coffee enthusiast, I love these cups.

**Every one tasted drastically different** even though it was the same coffee out of the same batch. **It was really mindblowing.**

 MACIEJ DUSZAK  
• Polish Brewers Cup Champion 2017  
• SCA Coffee trainer



“ The AVENSI cups are really the best option to enjoy specialty coffee even more than just a regular one.

These cups really provide a new kind of experience when you drink your coffee and I really really enjoy them.

This is a really great idea for all of us coffee lovers.

 ROB CLARIJS  
• Coffee Masters Champion 2019  
• Entree Best Barista Champion 2018



“ These glasses give you a chance to focus on the essence of the coffee even more, giving it your full attention, not just in taste, but focusing on aroma and even aesthetics.

 MATTHEW LEWIN  
• Australian Barista Champion 2019  
• Trainer and R&D at Ona coffee



“ After many years of experimenting with many vessels for coffee, **I love the fact [the AVENSI] cups provide a wide range of possibilities to express my coffees,** giving more control over the result of what a coffee can be.



 SEAN CHOW  
• Australian Bartender of the Year 2013



“ It's very well known that with spirits and wines the glass shape can enhance the best properties of the drink. For coffee, I'm surprised this hasn't been created until now.

**Avensi will change the way people see coffee.** The idea of glassware that enhances flavour is new to the coffee world but when more people begin to appreciate coffee the way alcohol is appreciated, **I can see Avensi becoming the new standard for enjoying coffee.**

## PRE-ORDER CAMPAIGN RESULTS

We wanted to share AVENSI with coffee lovers around the world so we launched an 16 day pre-order campaign on Kickstarter.com. We received VERY positive feedback from around the world.

**16**  
DAYS

**\$ 218,497**  
IN PRE-ORDERS

**2736**  
SUPPORTERS

**10,000+**  
AVENSI GLASSES SOLD

**KICKSTARTER**

**COFFEE  
ENHANCING  
GLASSWARE**



AVENSI: The World's Best Coffee Enhancing Glasses

[San Francisco, CA](#) [Product Design](#)

**\$218,497**  
pledged of \$20,000 goal

**2,736**  
backers

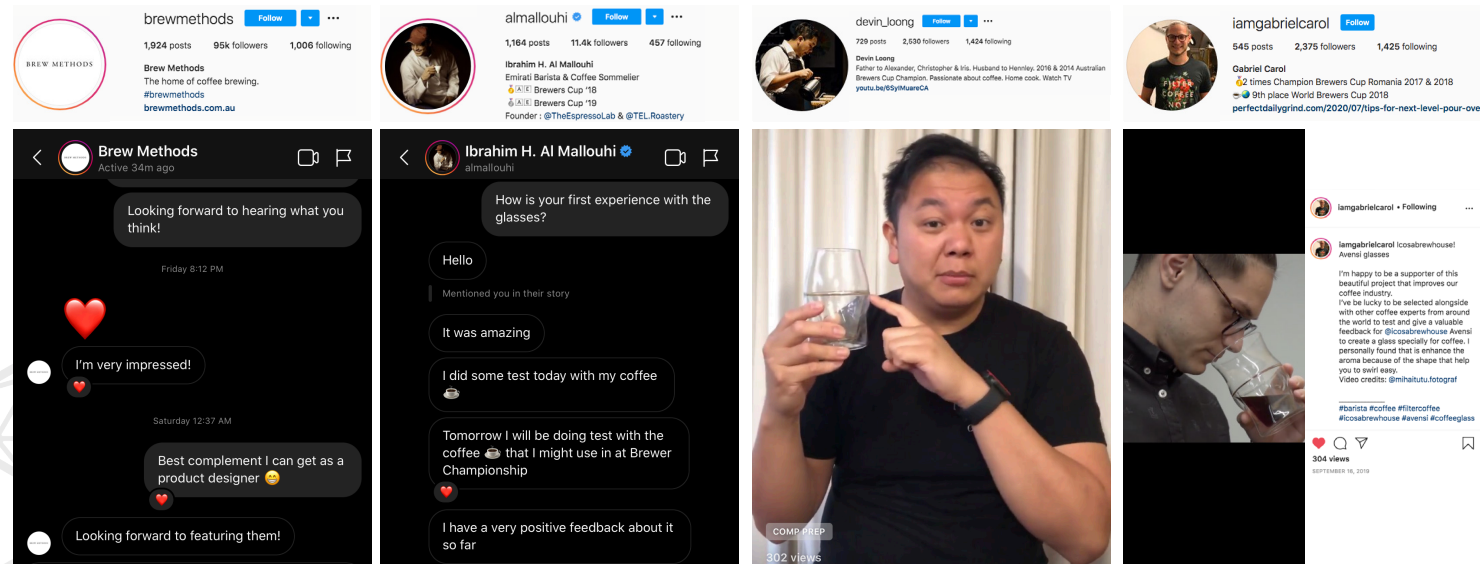


# GROWING WORLDWIDE RECOGNITION

AVENSI continues to make waves across the global coffee community.

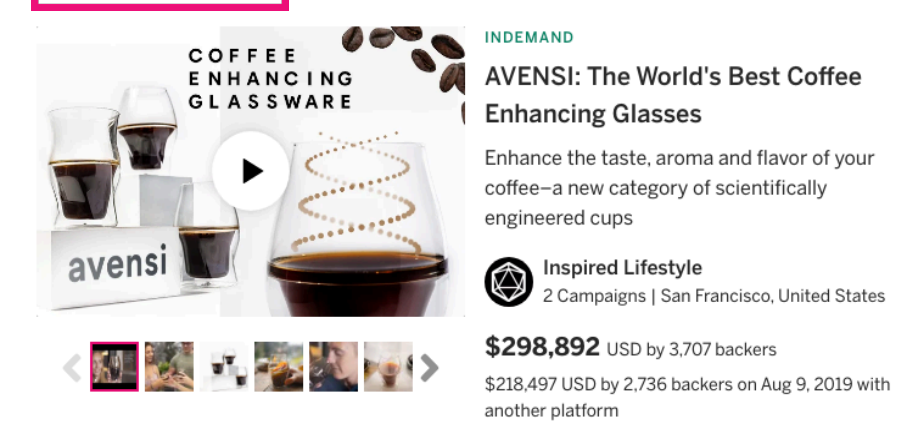


Partners in 10 countries and growing.



Approved & appreciated by international coffee competitors, including Jvulijan Markovic (Australia), Ibrahim Mallouhi (Dubai), Devin Loong (Australia) and Gabriel Carol (Romania).

Over \$111,000 raised on other international crowdfunding websites.



Notable press & media hits by renowned design & coffee publications.



THE AVENSI CUP IS SCIENTIFICALLY ENGINEERED TO MAKE YOUR COFFEE TASTE BETTER...

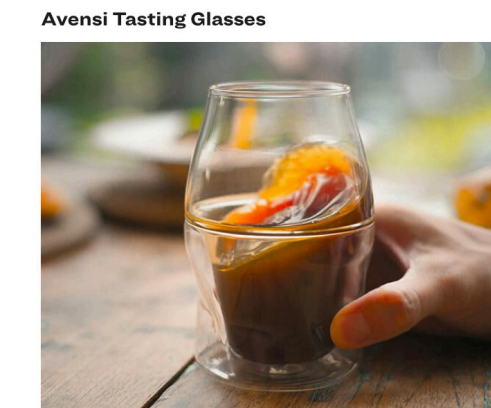


The industry seems a little glass to spirits, given that wine and scotch have their own glass designs for ideal consumption. Wine glasses are shaped the...



15 of the Best New Coffee Products of the Year

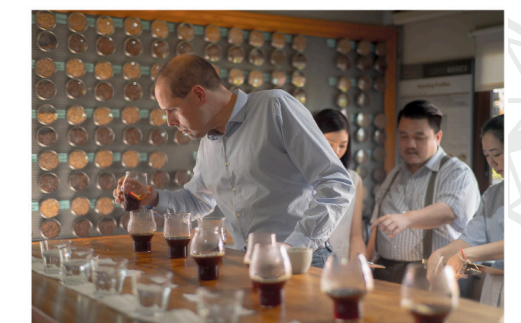
From affordable home espresso machines to \$199 coffee beans, here are some of the best coffee releases of 2019.



DEALS, PRODUCT DESIGN, TABLEWARE



Avensi Coffee-Tasting Glasses will Soon Be Swirling Into the Market



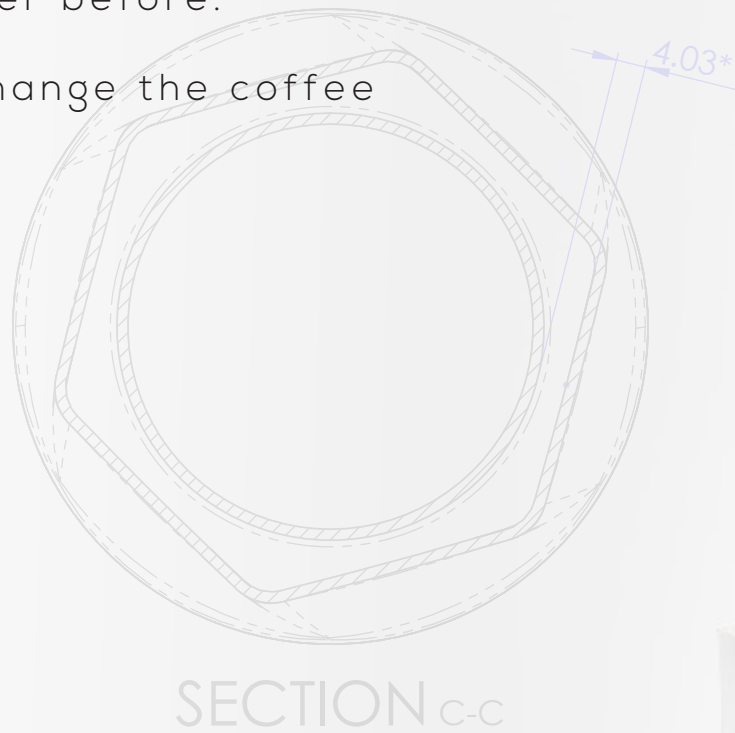
"Cooling in itself doesn't sound like a desirable trait for a coffee cup, but when you consider that coffee exhibits unique flavor notes at different temperatures, we wanted the design to encourage coffee drinkers to actively engage with their coffee by swirling to discover and explore the flavor notes that reveal at different temperatures," Icosa Brewhouse Co-Founder Johnny Loh told Daily Coffee News. "This beautiful way of experiencing coffee has been known by many coffee experts."

# A NEW WAY TO EXPERIENCE COFFEE: BEAUTIFUL DESIGN MEETS PERFORMANCE

A masterpiece in glass architecture that **marries form and function**, blending a **sleek exterior design with an interior scientific shape**.

This next generation coffee cup doesn't only have a beautiful iconic design but also keeps your coffee hot, hands cool, and enhances taste, aroma, and flavor like never before.

How does it change the coffee experience?



## FROM QUICK CONSUMPTION TO AN IMMERSIVE EXPERIENCE

AVENSI is the world's first coffee cup that allows you to do something no other cup can. Its unique shape allows you to turn coffee drinking from **quick consumption to an immersive experience through swirling.**

This unlocks 2 flavor upgrades:

1 flavor amplification

2 flavor exploration

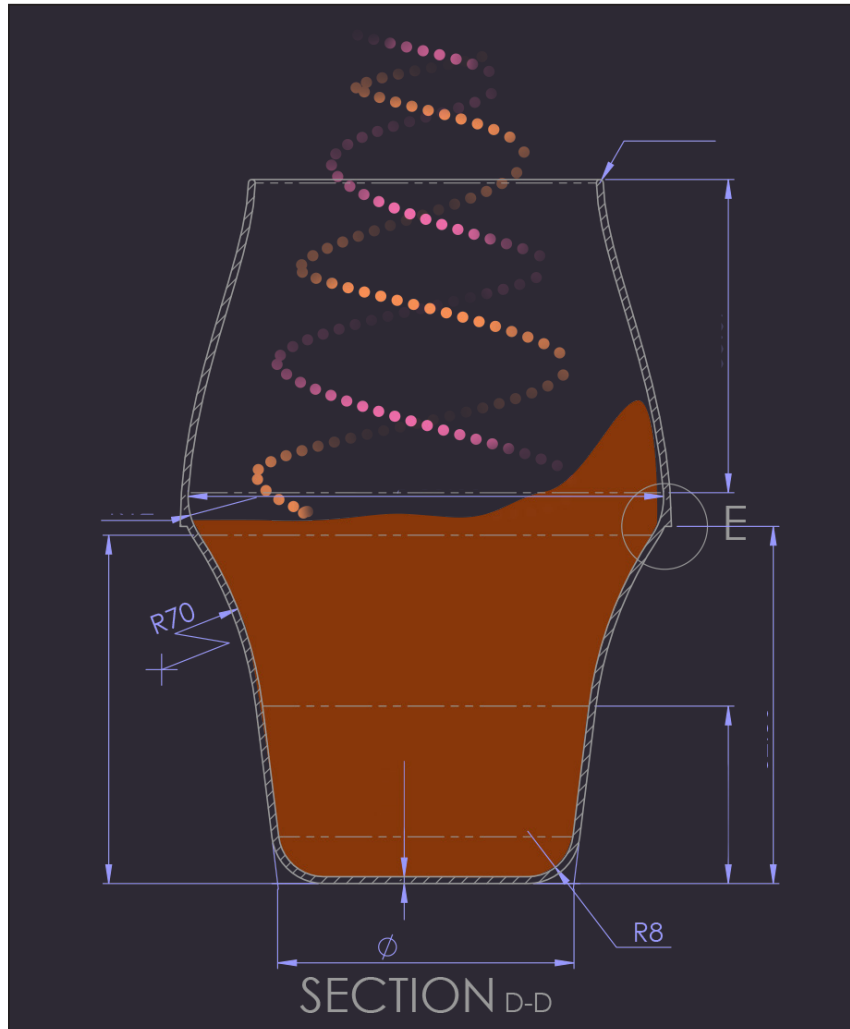


THE ALTO GLASS

## 1 flavor amplification

Similar to wine and spirit glasses, **swirling amplifies your coffee's flavor** through taste and aroma.

# flavor = aroma + taste



## aroma

**90% of what we perceive as flavor** comes from our sense of smell. To design a coffee glass that enhances flavor, it had to enhance aroma.

The AVENSI does this **better than any other coffee cup.**

The shape of the glass **maximizes the surface area** of your coffee when you swirl. This simple action isn't just fun, swirling aerates and oxidizes your coffee **revealing a spectrum of dormant aromas and flavors** hiding in your brew that are normally lost in an ordinary mug.

The "Diffusion Chamber" captures the rich bouquet of aromas and delivers them to your mouth and nose.



## taste

The shape of the glass is **optimized to direct the flow of coffee perfectly onto your tongue.** Similar to high end wine and spirit glasses, the AVENSI also has an **ultra thin rim, which is 60% thinner than ordinary coffee cups.** This maximizes the flow of coffee onto your tongue, immersing your palate with rich flavors in every sip.

Each of the AVENSI Glasses (VIDA, SENTI, and ALTO) are designed with unique rim architectures of different diameters and curvatures. Each shape was engineered and tested to direct the flow and spread of coffee onto specific areas of your tongue and palate, creating a unique tasting experience that will enhance your coffee's flavor notes.

## 2 flavor exploration

Flavor exploration is a **special experience that most coffee drinkers haven't yet had the chance to discover.**

It's made possible by temperature control and temperature retention.

Coffee is a very unique drink because it exhibits deliciously **different flavor profiles at different temperatures.** As your coffee cools, there's a brief window of time at each temperature where you can experience those unique flavor notes.



The AVENSI does something no other cup can: it turns coffee drinking into an **active experience by allowing you to control the temperature through swirling.** While the hybrid thermal wall **retains your desired drinking temperature for longer.**

This extends the window of time for the flavors you want to experience, and transforms a typical coffee drinking experience into an immersive ritual where you'll **enjoy discovering new flavors in every cup.**

# YOUR NEW COFFEE COMPANIONS, REGARDLESS OF YOUR COFFEE PREFERENCES

The AVENSI glasses give you a unique way to appreciate and enjoy your coffee, regardless of your choice of coffee. Start with our recommendations or experiment to find what best suits your preferences or your favorite coffees.

THE ALL AROUND HERO

## 01 VIDA



- ATTRIBUTES:** Enhances and balances overall flavor
- ARCHITECTURE:** Tulip shape
- TASTE:** Directs coffee to the front of your tongue.
- RECOMMENDED FLAVOR PAIRINGS:** Chocolaty, sweet, well rounded
- RECOMMENDED ROASTS:** All roasts (light to dark)

The VIDA glass is your everyday coffee hero. **An all around performer that balances and enhances** the flavors of your favorite coffee. An ordinary mug simply can't compare.

The unique tulip shape amplifies aromas, while giving you an impression that the coffee is sweet by directing coffee to the front of your tongue.

VIDA pairs perfectly with chocolaty, sweet, well rounded, light to dark roasts.

THE AROMA ENHANCER

## 02 SENTI



- ATTRIBUTES:** Maximizes aroma and enhances body
- ARCHITECTURE:** Extra-wide bowl diameter
- TASTE:** Directs coffee to the center of your tongue
- RECOMMENDED FLAVOR PAIRINGS:** Nutty, earthy, caramel
- RECOMMENDED ROASTS:** Medium & darker roasts

The SENTI glass is designed to **maximize aroma and intensify body**, thanks to its extra-wide bowl diameter which maximizes surface area, while directing coffee to the center of your tongue.

It pairs wonderfully with medium and darker roasts with earthy, nutty, and caramel flavor notes.

THE ILLUMINATOR

## 03 ALTO



- ATTRIBUTES:** Enhances body and fruity acidity
- ARCHITECTURE:** Flared lip and hourglass shape
- TASTE:** Directs coffee to the top & sides of your tongue
- RECOMMENDED FLAVOR PAIRINGS:** Fruity, bright, citrusy
- RECOMMENDED ROASTS:** Lighter roasts

The ALTO glass has the most unique shape. The wide rim spreads a thin flow of coffee across the top and sides of your tongue **enhancing body and juicy acidity**.

It's fun for experimenting with bright, fruity, citrusy, lighter roast coffees.

## AVENSI COMPLETE SET

Includes the entire AVENSI glassware line of 3 uniquely shaped glasses that will give you a new way to appreciate a wide range of roasts and flavors.



## AVENSI STARTER SET

Includes 2x VIDA glasses, the all around performing glass. See what you've been missing from your ordinary coffee mug. Reveal and experience your coffee's flavors like never before.



## AVENSI SOLO SETS

Includes 1x sensory glass from the AVENSI collection (choose from VIDA, SENTI, or ALTO) Mix & match your favorite AVENSI glasses to elevate your coffee ritual.





**ICOSA**<sup>®</sup>  
BREWHOUSE

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