

avensi™

HANDCRAFTED COFFEE ENHANCING GLASSWARE

You care about good coffee.

No matter how busy life gets, coffee is a refreshing indulgence that you always make time for. Discovering and exploring new ways to appreciate your coffee doesn't just come by chance, it's an everyday adventure. No matter how it's enjoyed, you love sharing your passion for this beautiful drink we call coffee.

That's why you're a #coffeeadventurer

welcome to the movement

First off, we'd like to personally thank you for adding the AVENSI glassware to your new coffee ritual. AVENSI is a completely new way to appreciate coffee and we can't express how much it means to us to have you join us in this movement to elevate the way people drink and experience coffee.

ICOSA Brewhouse is a small team with a big vision to change coffee. Founded by 3 coffee loving friends, our mission is to change the way people perceive coffee: from quick consumption to an immersive experience.

With the AVENSI glassware line, the idea that you can interact with your coffee in a way that actually impacts the flavor is what we hope will encourage more and more coffee drinkers to enjoy and appreciate coffee in a way never before possible.

AVENSI to us means an 'adventure of the senses'. Coffee is an everyday adventure—being able to slow down and appreciate the moment by exploring the diverse flavors of our coffee.

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. Welcome to the movement, and enjoy your AVENSI glasses.

Cheers,
Johnny, Vance & Vince
Founders, ICOSA Brewhouse

Enjoy this How-to instructional guide to get the most from your AVENSI experience. As a #coffeeadventurer you also have access to our more extensive online **Coffee Adventurer's Guide**. This online series is all about the fun and adventure of exploring coffee to help you get the most from your coffee experience. Start your journey today by visiting:

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not your average cup

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?

AVENSI is a brand new category of scientifically engineered double-wall coffee cups, created to reveal, enhance, and maximize the full taste, aroma, and flavor of your coffee like never before.

This revolutionary coffee glassware line combines the decades of science and engineering from wine and spirit glasses with what was missing from coffee. The result is a new category of coffee cup that allows you to taste and appreciate your coffee in a way never before possible.

handcrafted glassware

Each AVENSI glass is carefully mouth blown and handcrafted by master glass artisans, making each piece a unique work of art—no two glasses are exactly the same. Just like your coffee, each handcrafted cup is unique and may feature small asymmetries, tiny imperfections, and variations in weight. We look forward to you appreciating your AVENSI glasses that were crafted just for you.

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created by the worldwide coffee community

AVENSI was developed and refined with over 90 coffee experts from 30 countries, and engineered from the ground up to enhance your flavor experience. The result is a next generation coffee cup made by coffee lovers for coffee lovers. Below are a few of the passionate coffee experts who helped to bring AVENSI to life:



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features & benefits

AVENSI is more than just a beautifully designed glass.



Designed from the ground up, AVENSI was developed and tested to enhance your coffee experience.



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2 ways avensi upgrades your coffee's flavor

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

This unlocks 2 revolutionary flavor upgrades that will redefine how you taste and experience coffee:

- 1 flavor amplification
- 2 flavor exploration

1 flavor amplification

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

flavor = taste + aroma

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aroma

90% of what we perceive as flavor comes from our sense of smell. For a coffee glass to enhance flavor, it has to enhance aroma.

AVENSI does this better than any other coffee cup. Combining our understanding of fluid dynamics and aromatic diffusion, we designed the optimal shape and curvature of the glass to maximize the surface area of your coffee when you swirl. Just like with wine, whisky and other spirits, this simple action 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, 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 also 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.

Pair each glass by following our recommend flavor and roast pairings (on page 15), or experiment and explore your coffee's hidden flavors by drinking the same coffee in each of the AVENSI glasses.

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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.

As you've likely already noticed, after brewing the temperature of your coffee has a big impact on all aspects of your coffee's flavor: aroma, body, balance, acidity, finish, sweetness, and taste. The beautiful nature of coffee that most people take for granted is how its flavor changes and develops as it cools. For example, at 65 degrees Celsius your coffee may taste like black tea and dark chocolate with hints of brown sugar, but at 45 degrees Celsius that same coffee may taste smooth and sweet, with hints of citrus and blueberry.

But most people miss out on this experience.

AVENSI allows you discover how your coffee's unique flavors and aromas develop as the temperature cools through Temperature Control—a unique feature that is activated by swirling. The unique Hybrid Thermal Wall design is comprised of a single-wall upper portion that dissipates heat more quickly as you swirl. This allows you to actively cool your coffee and sense the temperature of your coffee through the single-wall. Once you've reached your preferred temperature, the double-wall base retains your desired temperature for longer.

Thanks to the combination of active Temperature Control, Temperature Retention, and Temperature Sensing, AVENSI gives you the ability to actively engage with your coffee to explore its unique flavor notes, and extends the window of time for the flavors you want to experience. Transform a typical coffee drinking experience into an immersive ritual where you'll enjoy discovering new flavors in every cup.

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get the most from your coffee & avensi glasses

AVENSI is designed to elevate and enhance the taste, aroma, and flavor of your coffee. Amplify the flavors you love and discover something new in your everyday brew. How do you get the most out of your coffee experience? We've got you covered with our top tips to upgrade your ritual:

- **Explore the nearly unlimited range of flavors** - Coffee has the widest spectrum of flavors of any drink. Every step of your coffee's processing from seed to cup affects its flavor! The coffee species, processing method, roast profile, and brew method all influence how your cup will taste. Want to experience more flavors? Experiment with new coffees, try the same beans with different brew methods, and explore the beautiful world of coffee.
- **The more coffee you drink, the better you get** - Tasting and detecting different flavor notes is a fun and rewarding skill that may take some time to develop, and is one more reason to drink more coffee. The experts we worked with to create AVENSI agree that our ability to taste coffee isn't a "natural" talent you're born with; instead it's a skill you can train and develop by drinking more coffee. The more you drink, the better you'll be at detecting the beautiful range of flavors.
- **Try it black** - Milk, added sweeteners, and flavorings can give your coffee a little extra kick, but this can "mask" your coffee's beautiful natural flavors. If you want to truly experience your coffee's uninhibited flavors, try drinking your coffee black—no added milk, sweetener, or other additives. The more you do this, the more you'll be able to discover and identify the nuances of your coffee's flavor notes.
- **The most important thing for great coffee** - You can't make a great tasting meal with low quality ingredients. Coffee is no different. The most important factor in a great tasting cup is choosing the right beans. Think of AVENSI as a 'loudspeaker'—a tool in your coffee arsenal that will help you reveal what's in your coffee, but like all tools it won't turn a dud into a winner. So keep in mind: if you start with good coffee, you'll get good results.

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- **Use the Perfect Pour Line to maximize aroma** - We all appreciate coffee in different shapes and sizes. AVENSI was designed to be 2 cups in 1. It holds enough coffee for those of us that prefer a generous serving, and it's also optimized for the most common manual pour-over and espresso based drinks of 6oz (180ml). A 6oz volume of coffee aligns with the integrated Perfect Pour Line, where the single- and double-walls fuse together; this also acts as a visual indicator for where the largest surface area of coffee is exposed to air. When poured to this level, your coffee will have the maximum diffusion of aromas.
- **Swirl, swirl, swirl** - AVENSI is the first coffee cup designed for swirling. Why? Swirling isn't just fun, it aerates and oxidizes your coffee allowing you to unlock new aromas and flavors hiding in your brew. Swirling also allows you to actively cool your coffee and develop its unique flavors so you can experience different aromas and tasting notes at different temperatures. The Perfect Pour Line indicates the optimal volume for swirling your coffee with ease without spilling. As with all hot beverages, safety first! Swirling is fun, but always exercise caution when handling hot coffee.
- **Different temperatures, new flavors** - Drink your coffee at different temperatures and discover its unique hidden flavors. Temperature Control is made possible through swirling and the unique Hybrid Thermal Wall. The single-wall top doesn't have the same insulating properties as the double-wall base. When you swirl your coffee, the single-wall top dissipates your coffee's heat more quickly allowing it to cool faster. This allows you to take control of your coffee's temperature by actively swirling your glass.
- **Mind the temperature** - Temperature Sensing is another unique feature that's made possible by the Hybrid Thermal Wall design. The insulated double-wall base keeps your hands cool while the single-wall chamber allows you to sense the temperature of your coffee by simply placing your fingers on the single-wall portion and swirling. The temperature of your coffee can be felt through the single-wall glass, giving you a clearer indication of when your coffee is at a more comfortable drinking temperature.
- **Take your time** - Take a moment to slow down and fully appreciate your coffee. The AVENSI glasses are designed to be used with the Ritual (on page 16), a simple 4 step guide that will reconnect you with all of your senses and elevate your entire coffee experience.

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discover a whole new world of coffee: advanced tips

With the AVENSI glassware, you'll love experimenting with the coffees you already enjoy, and you'll also be inspired to venture out of your comfort zone to discover exciting new flavors and coffees that you've never experienced.

Coffee has a wide spectrum of aromas and tasting notes—from the bold to the subtle. Just like wine, it may take some practice to familiarize your tastebuds with the diverse flavors in your brew. Developing your palate and sense of smell is easier than you think, here are some tips that will take your coffee experience with AVENSI to the next level.

- **Be curious, experiment** – To get the most from your AVENSI glasses, experiment and drink different types of coffees (beans from different origins, processing methods, roast profiles, brew methods, etc) and pay close attention to the roasters' tasting notes. Diversifying your coffee selection will improve your familiarity and vocabulary of flavor notes.
- **Explore the world from the comfort of your home** – Try different single origin coffees from unique regions like Ethiopia, Guatemala, El Salvador, Sumatra, and Northern Thailand. Just like wine, the terroir (altitude, soil composition, climate, etc) determines the flavor of your coffee; coffees from each growing region possess unique flavor profiles. For example Ethiopian coffees are renown for their blueberry flavor notes, while Sumatran coffees have herbal, tea-like flavors. Here are examples of general flavor profiles to get you started:
 - **African** coffees tend to have notes of fruit, wine, citrus and floral
 - **Central and South American** coffees tend to offer notes of chocolate, nuts, and berries
 - **Southeast Asian** coffees tend to offer notes of dried herbs, fruit, and nuts.

advanced tips (cont'd)

- **Processing matters** – Explore coffees with different processing methods. Natural processed coffees tend to have fruitier notes because the cherry fruit is left to dry naturally on the bean before being removed. Washed processed coffees tend to have cleaner flavors because the fruit is stripped from the coffee bean using water. These two processing methods are akin to red vs white wine. Both options have distinctly different flavors, even if the coffee is produced from the same farm.
- **Dive into different roasts** – If you normally drink dark roasts, try experimenting with medium and light roasts, and vice versa. The roast level alters and enhances different flavor notes of your coffee. Dark roasting reduces acidity and complements qualities like dark chocolate, earthiness and nuts, while light roasting is better for expressing more delicate qualities like berries, citrus, and herbal notes.
- **Brew your way to new flavors** – Brewing the same coffee with different brew methods will change the way your coffee tastes. Even adjusting variables such as brew time or coffee-to-water ratio can dramatically change the way the same coffee tastes. Experiment with this to discover how to customize your coffee to your liking.

Want more advanced tips? Visit our online **Coffee Adventurer's Guide**, created for you to refine your palate and upgrade your coffee ritual. From brewing methods and best practices, to new gear and unique coffees, you'll want to keep coming back to learn how to up your coffee game.

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companions for your coffee adventure

AVENSI glasses allow you to explore your coffee's flavors.

Since this way of appreciating coffee is so novel, our goal is to make it easy for you to experience coffee in a unique way—so we've provided recommended coffee pairings based on extensive testing and feedback from 90+ coffee experts.

The depth of coffee flavor is as diverse as our personal tastes (or preferences) and the recommended flavor pairings on page 15 are meant as just a starting point for your coffee adventure. We highly recommend experimenting with new coffees in each cup to explore and discover which combinations of cups + flavors work best for your taste.

Keep in mind there's no right or wrong. If you enjoy a certain coffee or flavor, then it's good coffee for you!

For example, even though the ALTO glass is recommended for 'fruity, bright, lighter roasts', some experts we worked with like using the ALTO with darker, chocolatey roasts. This is because they had a personal preference for specific flavors that the ALTO enhanced.

To us, coffee is about exploring new flavors and discovering hidden aspects about the coffees that you enjoy every day. AVENSI encourages you to experiment and uncover something new! Coffee is an adventure and the potential for new flavors is really limitless. Look for the unexpected and don't be afraid to venture into new realms of flavor to get the most from your coffee experience!



From left to right: VIDA, ALTO, and SENTI

vida

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 directing coffee to the front of your tongue.

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

sent

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.

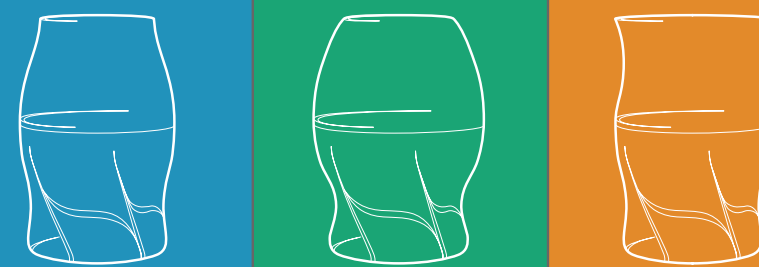
It pairs wonderfully with medium and darker roasts with earthy, nutty, and caramel flavor notes.

alto

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

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

vida senti alto



DESCRIPTION	The all around hero	The aroma amplifier	The illuminator
SPECIAL ATTRIBUTES	Enhances and balances	Maximize aroma, enhances body	Enhances body and acidity
ARCHITECTURE	Tulip	Wide bowl	Hourglass
FLAVOR ENGINEERING	Perfect balance of bowl-to-rim ratio with a subtle flared lip create the optimal combination to enhance the overall flavors of your coffee	Widest bowl diameter maximizes surface area for aromas to be released and the domed walls capture and deliver them to your nose	Extra wide flared rim & accentuated hourglass shape increases the flow & spread of coffee over your palette.
LIQUID FLOW PATTERN	Front of your tongue	Center of your tongue	Top and sides of your tongue
RECOMMENDED FLAVOR PAIRINGS	Chocolatey, sweet, well rounded	Nutty, earthy caramel	Fruity, bright citrusy
RECOMMENDED ROAST PAIRINGS	All roasts	Medium & darker	Lighter roasts

the avensi ritual

The AVENSI Ritual is comprised of four simple steps that invite you to reconnect you with your senses and allow you to fully immerse yourself in the beautiful experience of enjoying your coffee.

1. look

Activating your senses begins with slowing down and being mindful to appreciate what you've crafted. The transparent borosilicate glass allows you to observe the hue of your brew and build anticipation for your coffee's flavors.

2. touch

AVENSI is designed for swirling. Cradle the hexagonal facets of the glass in your hand, and swirl your coffee to actively cool the temperature if it's too hot. As you swirl, sense the temperature of your coffee through the single-wall.

3. smell

Our sense of smell is our chance to breathe in deeply and take in this beautiful moment. After swirling, inhale the delicate aromatics of your coffee through your nose and mouth.

4. taste

This final step is the culmination of all the others, the climax of your ritual. After each sip, take note of the spectrum of flavor notes as you continue to swirl and develop your coffee's diverse flavors.

avensi anatomy

Ultra Thin Rim
maximizes your taste experience

Specially Designed Shape for Swirling
swirling amplifies aromas and allows for *Temperature Control*

Wide Diameter
maximizes surface area and aromatic diffusion

6oz (180mL) Perfect Pour Line
indicates the optimal volume for aromatic diffusion and swirling your coffee with ease without spilling

Iconic Twisting Hexagon Design
is comfortable to hold

Transparent Mouth Blown Borosilicate Glass



Unique Rim Architecture
each glass has a different shape to direct the flow of coffee to specific areas of your palate

Diffusion Chamber
captures and delivers aromatics to your nose & mouth

Single-wall Top
dissipates heat more quickly allowing for *Temperature Sensing* and active cooling

Hybrid Thermal Wall Design
consists of the single-wall top and double-wall base

Double-wall Insulated Base
allows for *Temperature Retention* keeping your coffee hot while staying cool to the touch.

Full Capacity of 14 fl.oz (415 mL)

use & care

Avoid use with hard objects like brewing tools, metal spoons, ice, and whiskey stones, as they may damage or scratch the glass. Breakage due to contact with hard objects will void the warranty.

Wash and rinse each glass before each use to ensure there are no oil or soap residues left behind from previous uses which can affect the flavor of your brew.

Use the included bonus Microfiber Polishing Cloth to keep your AVENSI glasses looking brand new after each use.

Handwash Only. Similar with fine glassware, it's best to wash glasses by hand using a mild detergent and non-abrasive cleaning cloth. If using a dish drying rack, avoid placing glasses next to large heavy kitchenware that may bump and damage the glasses.

Microwave Safe but not for use in ovens or on stovetops.

Do not use if your glassware shows signs of damage: cracks, chips, or sharp edges.

warranty

AVENSI glassware comes with a limited 90 day warranty which covers any manufacturer defects. This product is intended for normal use only. The limited warranty does not cover damage resulting from general wear and tear, misuse, negligence, or accidental breakage from impact.

we're here to help

If you have any questions, concerns or comments, contact us anytime at support@icosabrewhouse.com. Or visit our website for the latest updates at www.icosabrewhouse.com

share the excitement & tag us!

Thanks so much for supporting this new movement to elevate the way coffee is appreciated around the world!

We love reading your comments and seeing how AVENSI is taking your coffee experience to the next level! Feel free to tag us in your photos and videos and we'll reshare your posts to inspire other coffee drinkers around the world.

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 #coffeeadventurer #icosabrewhouse #avensi

