



Latte Pro™

Media kit

STAINLESS STEEL
**MILK
JUG**

WITH INTEGRATED THERMOMETER

Latte Pro™ is a new and uniquely designed milk frothing jug that replaces the use of a stick thermometer in the making of milk-based beverages.

www.lattepro.com.au

COMPANY PROFILE

IDA Global

Andrew Towns, Patrick Mitchell and Perry Mastroyanis established Innovations Development Australia Pty Ltd when they recognised the need for an Australian-based private research and development company delivering solutions for worldwide applications. IDA is a rapidly growing private organisation based in Hobart, Tasmania. This unique location enables IDA to take advantage of Tasmania's creative culture while collaborating with global partners.

Andrew, Patrick and Perry share a wealth of experience in business strategy, marketing, business management, venture capital, R&D, commercialisation and engineering.



PRODUCT PROFILE

The problem:

Latte Pro™ has been developed to solve a long-standing series of problems related to the accurate heating of liquid for beverages. Achieving the optimum milk temperature is one of the key elements in the making of milk-based coffee. This is difficult to achieve consistently without reliable tools and often coffee is made too hot or too cold. This inconsistency translates into financial loss through returns and damage to the business's reputation. Lack of confidence also affects staff morale with unwanted consequences for the business. Additionally there is the risk of cross-contamination of milk types, and hygiene-related issues due to the reinsertion of unclean stick thermometers.

The solution: Latte Pro™

The drinking of coffee is widely promoted as an experience that should be enjoyed daily in many social settings.

Latte Pro™ is a new and uniquely designed milk frothing jug featuring a robust and durable liquid crystal display (LCD) thermometer integrated into the jug, thereby replacing the need for unreliable stick thermometers or the hand-touch method for judging milk temperature.

Latte Pro™ ensures that businesses such as cafes, restaurants and bars are able to consistently serve excellent coffee by removing inconsistencies associated with differences in staff skill levels and individual barista preferences. Additionally Latte Pro™ allows for milk temperature to be easily and accurately adjusted, thereby catering to individual tastes and barista styles.

Latte Pro™: Helping make the perfect coffee EVERY time.



Market testing has revealed the nature and extent of the benefits that may accrue for hospitality businesses.

- **Staff training is much easier** to conduct in outlets with several operators making coffees. Latte Pro™ helps staff to see and also feel the correct temperature. Additionally others can easily view the process and observe the thermometer progressing to temperature indicators.
- **Adopting milk temperature standards** is much easier as the business can make a decision about which temperature is the standard, and then brief all staff on the appropriate number to use. **Other staff and supervisors can then monitor this operationally**, as the Latte Pro™ temperature is easily visible.
- **Lower public risk** is experienced as the operator can verify the correct temperature. This assists to protect the business from possible claims for scalding customers.
- **Lower product returns** due to over or under heated milk. Business users of Latte Pro™ experience a stable and reliable beverage outcome, and as such do not experience the associated difficulties with customers who wish to return drinks that are too hot or cold.
- **Staff confidence increases**, as they are able to rely on an accurate device that is easy to use.
- **Latte Pro™ saves time**, as it **does not require an additional piece of equipment** such as a stick thermometer that needs to be washed and sanitised regularly.
- **Contamination between milk types is less likely** as pitchers that are being used for full cream, light or soy milk are quickly identified through use of the colour grommets.
- The Latte Pro™ **thermometer does not require any calibration** and remains accurate over a long period of time.
- **Latte Pro™ is highly durable and dishwasher safe** in commercial environments and does not require replacement as regularly as standard stick thermometers that become inaccurate and eventually fail.
- Overall **milk wastage is lower**. The risk of returns and of burning the milk is lower, and milk wastage is reduced.

FEATURES



LICENCE OPPORTUNITY

Latte Pro™ Licence Opportunity

The market strategy for Latte Pro™ is based around IDA remaining as the generator and manager of the intellectual property (IP). IDA does not intend to sell directly to global markets. Instead it has developed the IP to a market-ready stage and will work with downstream marketing and distribution partners to access and manage markets. There are two types of licences available:

- Manufacturing licence - IDA has developed manufacturing agreements with two operationally ready factories. These factories are licensed to sell goods *only* to licensed distributors at OEM prices.
- Marketing licence - Marketing licences are being granted to companies across worldwide regions who have a capability to access markets and service customers in hospitality trade and retail consumer goods sectors. These marketing licensees will buy directly from the manufacturer at OEM prices.



TESTIMONIALS

What baristas are saying about Latte Pro™

We have been using the Latte Pro™ milk jug for the past 18 months and would not be without it. We are not into the trend of using the “hand-on-jug technique “ to guess milk temperatures in our coffee shop.

Our shop has a reputation for having the best coffee in the area, consistently, as customers often refer to some other shops as “hit and miss” with their coffee preparation.

When we opened our coffee shop in Brisbane, one of our prerequisites was to be consistent in quality and temperature (65 degrees Celsius unless asked otherwise), as I found baristas often are inconsistent with their temperatures, and cannot produce “not as hot” or “very hot please” requests from customers.

We used the traditional, unsightly thermometers until we were given a Latte Pro™ jug that now plays a major part in our business.

In our opinion the Latte Pro™ is the “professional’s professional” jug for the following reasons:

- * Durability over the past 18 months has not let us down.
It is still in perfect condition after being washed, bumped, dropped, etc at least six days per week
- * The temperature gauge is as good as the day we got it and shows no signs of peeling
- * It is absolutely consistent with milk temperature and simple to read
- * Baristas find it very easy to use and can double check their hand method if that is what they are used to
- * The doubled sided temperature gauge allows the barista to use either left or right hands or steam wands
- * The moulded handle gives a more comfortable, firmer grip
- * The slightly oval shape contributes to easy spinning, stretching and frothing of the milk
- * This shape makes pouring and latte art much easier as well

Visually, customers are intrigued with this jug and constantly make positive comments when we are heating milk. It makes our shop and us look professional and innovative. We now have five jugs in various sizes.

Sincerely,

Jennifer / Joseph Origliasso

Pronto Espresso Bar

McWhirters Retail Centre, Fortitude Valley,
Brisbane Q 4006

We have been using the Latte Pro™ jugs for over a year now and they have been a fantastic addition to our store’s operations in regard to coffee preparation and service.

One of the greatest benefits is that we no longer need to use unreliable stick thermometers, which are unable to handle regular washes and over-use.

It provides consistency for all our baristas in knowing they are heating the milk to the correct temperature each and every time they make a coffee.

We now no longer have customers reporting that their coffees were **not** hot enough or **too** hot!

It is also an advantage when training new staff and takes a lot of the guesswork out of temperature control where every person’s “feeling” of temperature can be so different.

Overall it provides consistency and satisfaction for our customers, no matter who is on the coffee machine.

Since we have been using the jugs, and we have had the same ones for over a year, we have had basically no wear and tear on them, apart from the normal. They have been through our commercial dishwasher thousands of times and still work perfectly. To be honest I cannot fault them!

We are so glad that we were given the opportunity to try them out and will continue to use them for as long as we operate, which is hopefully a long time. A fantastic product that I believe all cafes should incorporate into their businesses.

Thank you.

Allira Barker
Cafe Manager

Dome Elizabeth Mall

29 Elizabeth Street, Hobart 7000
Phone: (03) 6231 1008

My organisation started using the Latte Pro™ 12 months ago. We own and operate six restaurants and employ over 700 people. The reason we decided to change from the standard milk jug and thermometer across to the Latte Pro™ was to improve the consistency of temperature and milk quality across all our hot beverage offerings.

Previously our staff found it challenging to calibrate and hold the correct serving temperature for milk over an extended period of time. This in turn demanded constant monitoring and regular re-calibrating the thermometer to ensure consistent milk temperature. The Latte Pro™ has not only simplified and improved the overall milk frothing process, but has also reduced the time it takes for our staff to provide great quality milk at the right temperature.

We have also been very satisfied with how robust the Latte Pro™ is. The Latte Pro™ is sanitised in a commercial dishwasher on a regular basis. We operate in a very fast-paced and demanding environment, which tests our equipment daily. We have found the Latte Pro™ to perform well under these circumstances, and continues to prove to be accurate and simple for our staff to use.

Steven Nicholas

CALENDAR OF EVENTS

Come and meet us at:

Specialty Coffee Association of America,
Boston, April 10-14

HOST, Milan, October 18-22

FREQUENTLY ASKED QUESTIONS

How much does a jug cost?

We envisage that the product will be available for an end user price that is less than a combination of a standard milk jug and a stick thermometer.

Does the product have a warranty?

Yes we offer a full 12-month warranty for commercial and home users.

Is it dishwasher safe?

Yes.

Can I make latte-art with it?

Latte Pro™ has an ergonomically designed handle for steady pouring and a specially designed narrow spout to allow extra fine art.

How accurate is the thermometer?

Highly accurate – it reads temperature within 1 degree increments.

How durable is the product?

Our test results over the past two years in commercial environments have proven that the thermometer does not wear out or require any calibration.

What sizes does Latte Pro™ come in?

We currently offer three sizes, 600ml, 1000ml and 1500ml.

When will Latte Pro™ be launched?

Sales have already commenced into the Australian and USA markets. Launches for Europe and Asian markets are planned throughout the remainder of 2013.



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Latte ProTM

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