



Introducing KeepCup Tasting Notes

For the past 6 years, KeepCups success has been founded on the key consumer insight that colour is a key factor in end user attraction to KeepCup. It is the colour which captures attention and inspires people to learn more about what KeepCup is and how to use it.

Once consumers learn about KeepCup's core mission – to reduce disposable cup waste, they are further intrigued. The concept of doing good in conjunction with using a product that appeals to them from a design and colour aesthetic, is the foundation for KeepCup's success.

This year, we introduce the KeepCup Tasting Notes colour series. Tasting Notes takes inspiration from the specialty coffee flavour wheel and the colours and flavours that make it up. The wheel is the most iconic resource in specialty coffee and the industry standard in flavour for over two decades. From the boldness of cocoa, to the fruity citrus notes of tea rose, Tasting Notes explores a world of unique, sometimes rare flavours and the bright colours of nature.

"Tasting Notes is our homage through colour, to the beauty and complexity of the specialty coffee flavour wheel. Its been a fun journey from the very Melbourne palette of 2009, the silver brown and the soft charcoal to the colour explosion that is bubblegum and californian shrimp. Reuse behaviour is loud and proud. Drink it like you brewed it" - Abigail Forsyth, Managing Director.

Available across KeepCup Original, KeepCup Brew and the Brew Cork Edition range, online from March 21st 2016.

KeepCup Product range

KeepCup Original is made from polypropylene PP#5, low density polyethylene LDPE #4 and silicone and comes in five specialty coffee sizes available in 4oz, 6oz, 8oz, 12oz and 16oz.

KeepCup Brew is made from tempered soda lime glass, Polypropylene Alloy #7, Low-density polyethylene LDPE #4 and silicone. Available in 8oz and 12oz sizes.

KeepCup Brew Cork is made from tempered soda lime glass, Polypropylene Alloy #7, Low-density polyethylene LDPE #4 and recycled cork. Available in 8oz, 12oz, and 16oz sizes.

KeepCup Story

KeepCup started with a problem in a café – too many disposable cups. Every minute around the world over one million disposable cups are discarded to landfill. Existing reusables were too large to fit under the group heads of the machine and were at best utilitarian in appearance.

With no options available to resell, we saw the opportunity to design and make our own. We designed and manufactured the first barista standard reusable cup.

From a design market in Melbourne, to coffee shops in Reykjavik and design stores in Valparaiso in just under five years, KeepCup has had an amazing journey. It is a fantastic example of a business model that has had great commercial outcomes maintaining sustainability and reuse as its core purpose.

People purchase KeepCups because they love the way they look and feel, and continue doing so because they form a positive habit. For many of our customers it has been the beginning of a journey to reduce the consequences of convenience behaviour. Feel good. Do good.

The environmental footprint of our products is really important to us, so we were committed to local manufacture. In 2012 we opened a warehouse in the UK and in March 2013 we opened in Los Angeles. Local presence means that we can begin to tell a local story in these markets, local assembly and local printing dramatically reduces the environmental footprint of the business.

We urge all to join the reuse revolution and salute the reuser.

About KeepCup

Since June 2009 we have sold over four million KeepCups, users have diverted billions of disposable cups from landfill. KeepCups are now sold in 65 countries around the world.

KeepCup has offices and production hubs in Australia, the UK and US and is supported by 25 global distribution partners.

Many small acts will make a phenomenal difference.

Reuse HQ

Even through research, achievements in reducing disposable cup waste over the past six years have been difficult to quantify – how do you measure the impact of NOT doing something? To combat this issue, in 2015 we launched Reuse HQ.

Reuse HQ (reusehq.keepcup.com) collates your reuse undertaking and aggregates the results across organisations and countries to provide a snapshot of collective action. The impact of reuse from user submitted data – in energy, disposable cups, and landfill. Reuse HQ helps KeepCup customers and end users measure their impact, and engages and incentivises them to keep up the good work. We've also designed an implementation program to support Reuse HQ within organizations and drive reuse.

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