



Brand /

 **ICOSA Brewhouse**

Date /

November 2023

Project /

avensiwave™

Mission /

Discover a New World of Flavors

Description /

- The Avensi Wave glasses are designed for tasting, just like the fine crystalware glasses made for wine & whiskey sensory. They're intentionally smaller to bring your senses closer to the flavors!
- For the best aroma & flavor experience, pour a small amount into the glass. This allows the 'bi-directional wave ramps' to aerate the flavors as you swirl, and allows you to quickly cool your coffee to the optimal drinking temperature for better flavor perception.
- The single walled design is comfortable to hold & swirl with warm coffee, as long as the pour volume stays below the top of the wave ramps.

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01



02

Quick Start Guide /

Awaken your Senses in 6-simple steps.

Brew Method /

Pour Over

Description /

1. Brew directly into a separate carafe.
2. Pour a small amount into the Avensi Wave glass. This keeps your coffee hot in the carafe, while you serve small amounts for tasting.
3. For the best flavor experience, keep the pour volume below the top of the wave ramps (< 120mL).
4. Swirl the glass to aerate the flavors.
5. Both the 120mL tasting glass and 75mL espresso glass can be used for enjoying pour over.
6. Enjoy the aromas and savor the flavors with each sip!

Brew Method /

Espresso

Description /

1. You can pull espresso shots directly into the the espresso glass.
2. For the best flavor experience, we recommend single shots (45mL or less). This keeps the pour volume below the top of the wave ramps (75mL).
3. You can also pull longer shots up to 75mL; allow the espresso to cool so it's safe to swirl.
4. Swirl the glass to aerate the flavors.
5. The wave ramps will also mix the crema naturally without the need for a spoon.
6. Enjoy the aromas and savor the flavors with each sip!

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03 / Flavor Experiment #1

04 / Flavor Experiment #2





03

Fun Flavor Experiment #1 /

**Sense the difference:
Normal cup vs Avensi Wave**

Description /

1. Select a regular coffee mug for this experiment (preferably a ceramic cup).
2. Brew up your favorite coffee using your brew method of choice (pour over, espresso, etc).
3. Pour the same brew into each cup.
4. What flavor notes do you notice from each cup? How do the Avensi Wave glasses bring out different sensory aspects compared to the regular mug?
5. Repeat this experiment as many times as you like with different types of cups and coffees!

Varietal: _____

Origin: _____

Process: _____

Roast: _____

	Normal Cup	Avensi Wave Tasting Glass	Avensi Wave Espresso Glass
Aroma Notes			
Flavor Notes			
Body/Mouthfeel			
Acidity Perception			

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04 / Flavor Experiment #2

05 / Share Your Thoughts





04

Fun Flavor Experiment #2 /
Explore Different Coffees

Description /

1. Brew 2-3 of your favorite coffees using the same brew method.
2. For the best flavor experience, choose coffees with different unique processing and roasting styles.
3. Taste each coffee in the Avensi Wave Tasting Cup & Espresso Cup.
4. For each coffee, what flavor notes do you notice from each cup? How does each cup highlight and complement different flavors from each coffee?
5. Repeat this experiment as many times as you like!

	Avensi Wave Tasting Glass	Avensi Wave Espresso Glass
Varietal: _____ Origin: _____ Process: _____ Roast: _____	Flavor Notes:	Flavor Notes:
Varietal: _____ Origin: _____ Process: _____ Roast: _____		
Varietal: _____ Origin: _____ Process: _____ Roast: _____		

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05 / Share Your Thoughts





05

Feedback /

**Sharing your
Avensi Wave Experience**

Online Form /

icosabrewhouse.com/secretsessions-survey1

Description /

- Your feedback will help us with our mission to grow the appreciation for specialty coffee and coffee sensory.
- I'd love to hear your feedback on the Avensi Wave Prototypes and your overall experience.
- Feel free to share your feedback below or use the online form.

I'd really value your feedback and opinions on the questions below:

1. What are the top 2-3 features/benefits of Avensi Wave that you found most appealing or unique?

2. Who do you think is the best target customer for Avensi wave?

3. If you were to describe Avensi Wave to a coffee loving friend, how would you choose to describe it to make it most appealing or exciting to them?

4. Any other thoughts and creative ideas on how we can market our glasses to get greater interest from the worldwide coffee community?