



**VIORA™**

# Introducing: The Viora Lid

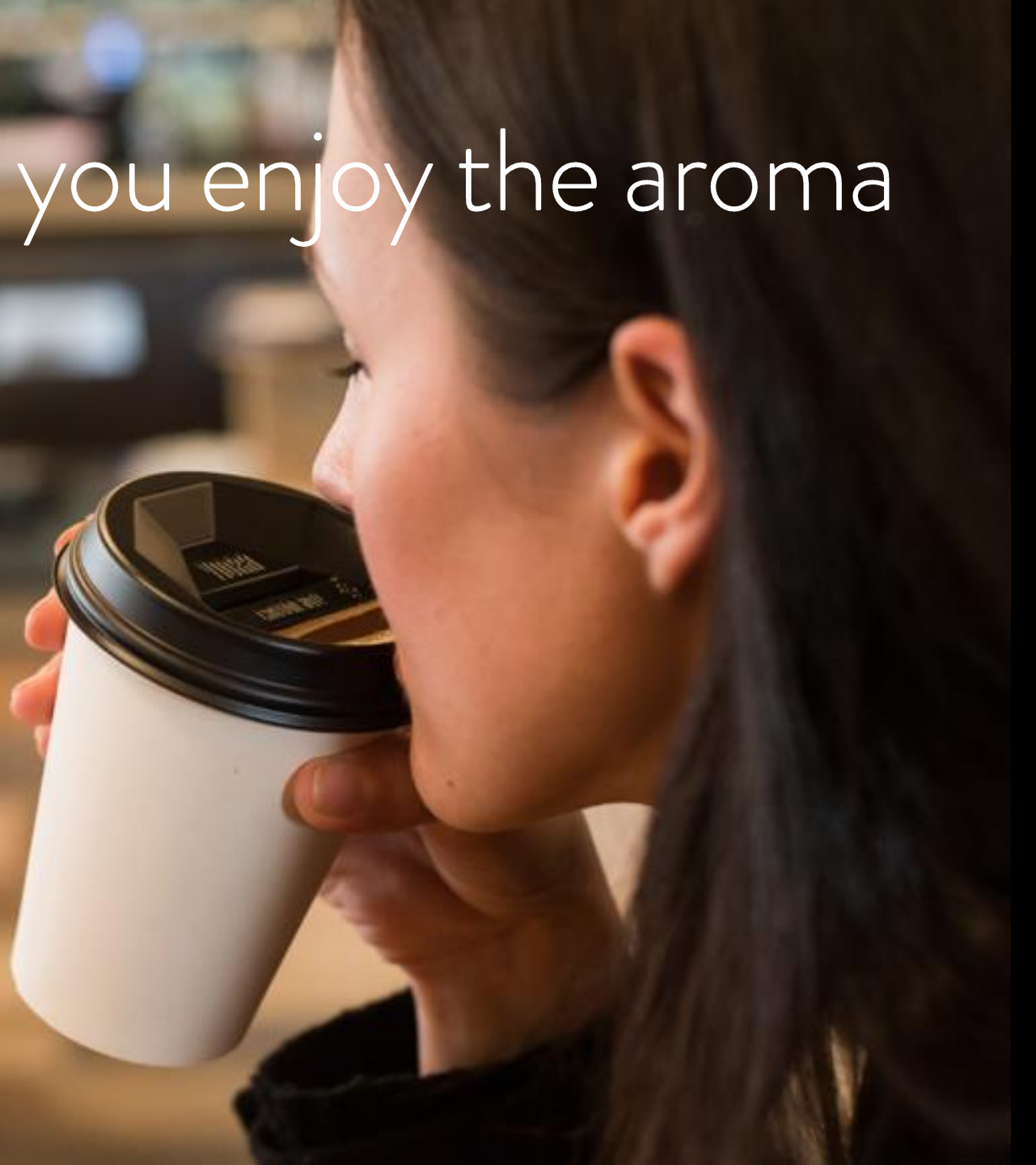


The Viora Lid drinks like a ceramic cup





The Viora Lid lets you enjoy the aroma



The Viora Lid  
better contains spills





# Drinking Experience Depends on the Lid

The quality  
of this...



Has substantial influence on  
the quality of this



# Before the Viora Lid - Lid Design Unchanged for 30 Years



Tear-Away Lid: 1967



Dome Lid: 1986

# Conventional Lids Have Limitations

Drink Like  
a Straw



Shoot Jets  
of Coffee



Trap the  
Aroma





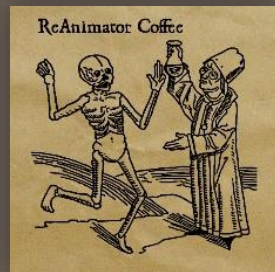
# Great Coffee is a Journey of 1,000s of Miles



The journey begins with farming, harvesting and processing and continues with roasting and brewing. The last step of the journey – the customer's drinking experience – has nearly as much impact on the quality of the overall experience as the first step and every step in between. You already lavish great care and attention to detail on every other step of the process. Ensure the last step of the journey is shaped with the same dedication to quality.

## The Viora Lid is the final step of the Journey

# Viora Lid Customers Among The Best Cafés in the World



# New Viora Lid Customers



- America's 4 Best Coffees, Travel & Leisure
- America's Best Coffee Bars, Food & Wine
- 20 Hottest Coffee Shops in the U.S., Eater.com
- 21 Best Coffee Roasters in the U.S., Thrillist
- Best Coffee in Seattle, GQ
- Five Seattle Coffee Landmarks, Saveur
- Essential Seattle Coffee Shops, Eater.com



Now Available for 8oz. Cups





# The Viora Lid

A Lid Worthy  
of What's in  
Your Cup





**VIORA™**