

PRESS RELEASE

Freshly brewed coffee to-go with the Aladdin Aveo Travel Press

March 2009. The Aladdin Aveo Travel Press allows to take freshly brewed coffee or tea on-the-go right after the making without decanting the beverage into another mug. In addition the double-wall stainless steel insulation keeps drinks hot for up to six hours. Furthermore the 100 percent leak-proof lid ensures to safely transport the Aveo Travel Press until consumption of the hot brew.

Coffee or tea is directly put in the insulated mug and infused with boiling water. After the according brewing time the plunger with the filter is pressed down to stop the brewing process. Milk and sugar can be added accordingly and the drink can be enjoyed immediately since the plunger completely disappears in the mug.

Thanks to its capacity of .3 litre the Travel Press allows to freshly make one or two cups of coffee at home without going through the trouble of starting the big coffee machine. Available in specialty stores in black, white, green and orange the requested retail price of the manufacturer is €29.95.

About Pacific Market International:

Pacific Market International (PMI) was established in 1983 and produces stylish and eco-friendly on-the-go food and drinkware for its brands Aladdin® and Stanley®.

P R E S S R E L E A S E

PMI places a special emphasis on sustainability, design, functionality and quality of its products. The company is thoroughly committed to Corporate Social Responsibility and Code of Conduct.

PMI is based in Seattle/USA with offices in Shanghai/China and Manila/Philippines. The company employs around 150 employees worldwide.

Available images:



Aveo Travel Press black/white



Aveo Travel Press green tea



Aveo Travel Press green coffee



Aveo Travel Press green



Aveo Travel Press orange



Aveo Travel Press white



Aveo Travel Press black

Contact:

Rebecca Zistel

Room 11B, 720 Pudong Avenue, 200120 Shanghai, China

rebecca.zistel@pmi-worldwide.com

Tel.: +86 21 5036 6905

Fax: +86 21 6876 5028