



FOR IMMEDIATE RELEASE

## **mypressi TWIST™ Extracts Coffee Industry's "Best New Product" Award**

*New state-of-the-art handheld espresso machine brings home honors from 2009 SCAA Expo in Atlanta*

**SAN FRANCISCO (April 21, 2009)** – Today, Espresso, Inc. announced that the mypressi TWIST received one of the coffee industry's top awards from the Specialty Coffee Association of America (SCAA). Revolutionizing the espresso maker market, the portable TWIST offers coffee lovers effortless use, flawless design and the ideal extraction pressure for unrivaled espresso quality. The SCAA awarded the mypressi TWIST the 2009-2010 "Best New Product" Award in the Coffee or Tea Preparation & Serving Equipment for the Consumer category.

"The excitement at the annual SCAA Expo to sample the TWIST simply blew us away. The 'Best Product' award win underscores our belief that the TWIST pours some of the best espresso in the market today. We're honored that the SCAA has recognized our hard work and achievement," states Stephen O'Brien, Espresso, Inc. CEO and creator of the mypressi TWIST.

The SCAA is the world's largest coffee trade association. Its annual SCAA Expo represents the largest gathering of coffee professionals in the world. Each year, the "Best New Product" is awarded to companies based upon the overall value of their preparation and serving equipment in enhancing the quality of specialty coffee and tea beverages for the consumer. Judges look for companies introducing new products that showcase industry innovation, as well as superior quality and design. The award was given to Espresso, Inc. on Sunday on the conference show floor in Atlanta.

The only handheld espresso maker to receive the SCAA "Best New Product" Award, the mypressi TWIST has transformed the handheld espresso market with a pneumatically enhanced system that delivers a minimum 135 psi (pounds per square inch) or nine bars of pressure throughout the duration of the 20 to 30-second espresso extraction. The small, stylish machine is powered by pressurized air cartridges—typically used for whipped cream and soda water—and creates espresso at its peak, rich with color and superior crema.

*(more)*

---

**Espresso, Inc.**  
2580 N 1st Street, Suite 130  
San Jose, CA 95131  
1.877.8947845  
[www.mypressi.com](http://www.mypressi.com)

The mypressi TWIST is compatible with fresh ground coffee or standard ESE pods. At just cents per shot, the mypressi TWIST offers an anytime, anyplace solution to the common where-will-I-get-my-coffee dilemma. Consumer and retailer presales for the mypressi TWIST are currently being taken online at [www.mypressi.com](http://www.mypressi.com).

###

**About Espressi, Inc.**

At Espressi, we love quality coffee. So much so, we created the world's perfectly-portable espresso maker. The first in a line of products born from a passion for espresso, the mypressi TWIST™ is stylish, lightweight and effortless to use. Delivering an extraordinary coffee experience—almost instantly—the mypressi TWIST uses a revolutionary pneumatic engine to provide perfect espresso time after time. It is small enough to fit into a briefcase or handbag and requires no external power source. It is the ideal companion for the creation of perfect espresso or espresso-based drinks. In every way the mypressi TWIST finally delivers on the promise of quality coffee on the go. The mypressi TWIST will launch in the U.S. fall 2009. For more information or pre-ordering details, visit us online at [www.mypressi.com](http://www.mypressi.com).

**For more information, press only:**

Caitlin Haedicke • Duo PR for Espressi, Inc. • 206.957-8305 • [caitie@duopr.com](mailto:caitie@duopr.com)

---

**Espressi, Inc.**

2580 N 1st Street, Suite 130

San Jose, CA 95131

1.877.8947845

[www.mypressi.com](http://www.mypressi.com)