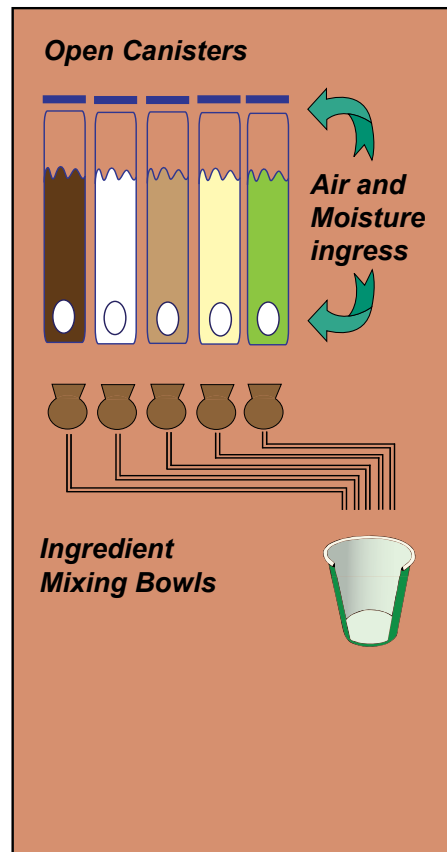


Q. We use good quality ingredients in our machine but they never taste as good as homemade?

A. Traditional drinks machines use open canisters. There are a multitude of problems associated with this type of container which can result in anything from stale drinks to a potential serious health hazard.

The main area of concern is that these type of containers are open to the atmosphere both at the top of the canister, where the ingredients are poured in, and at the bottom where the ingredients are dispensed into the mixing bowls. In simple terms, the warm moist atmosphere of the inside of a traditional machine causes the ingredients to go stale, just as it would if you left the top off your jar of coffee at home. Because these canisters are so large there will often be up to six large bags of ingredient in each canister - the top layer of which may be in there for weeks before it has worked its way to the bottom ready to be dispensed.

In addition, these containers are never removed during the lifetime of the machine - which may be up to five years. The canisters become scratched, soiled and sticky. Stale product can also work its way under the dispensing agur until the build up is sufficient to break off and be dispensed into a drink.



Traditional vending machine

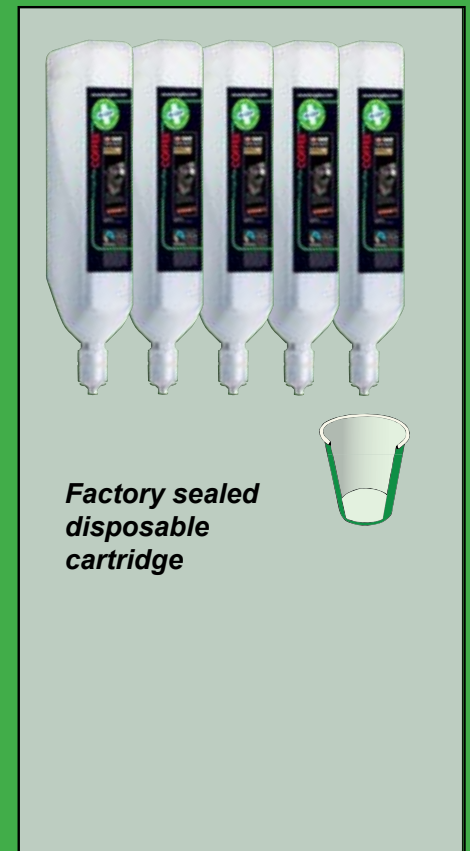


THE IN CUP PLUS ANSWER...

In Cup Plus ingredients are dispensed from our unique, factory sealed disposable cartridges. The ingredient remains fresh and safe, protected inside the cartridge, ready to be dispensed.

At the point of dispensing, a valve member is lifted (using magnetism) for just a couple of seconds to accurately dispense the fresh ingredient directly into a fresh cup. The valve then closes keeping the product sealed in the cartridge until the next time ingredients are dispensed.

When empty the cartridge can be recycled. Ever mindful of the environment the In cup plus cartridge is made of HDPA which is the most easily recyclable of all the plastic compounds.



Factory sealed disposable cartridge

The In Cup Plus system