



## **Caffe Assist is Revolutionising the Art, Science and Commerce of Coffee Making**

*Perfect milk for the perfect coffee every time*

Caffe Assist launched at MICE (Melbourne International Coffee Expo) in Melbourne this month. Invented and manufactured in Australia and designed to produce perfectly stretched milk for the barista. It does not matter if you are working under high pressure or the queues keep getting longer and longer. With Caffe Assist the barista can focus on customer interaction and latte art with confidence and ease. The hygienic and patented steam technology brings milk to its “nirvana”- the place where milk reveals its full sweetness to make that cup of coffee you taste perfect. Not too hot, not too cold, perfect temperature, perfect taste every time from the first to the last cup served.

Using patented technology and contemporary innovation, a **Caffe Assist** machine neighbours an espresso machine, automating the steaming, frothing and foaming process of milk to perfection. A masterpiece of industrial design, the **Caffe Assist** monitors the milk profile and temperature during the entire process of heating, steaming and stretching of the milk – in the same way as an experienced barista. This **labour-saving technology** is programmed by touch screen to ensure an efficient and consistent service that allows for increased positive engagement with customers. Caffe Assist’s **patented steam wand technology** promotes full flavour development equally in all milk varieties. **Designed to froth all milk variants to perfection**, low fat dairy and alternative milk products such as soy and nut milks all display the gloss, sweetness and complexity when prepared using Caffe Assist.

The Caffe Assist is **self-cleaning** – after each cycle the wand retracts inside the machine and passes through a curtain of steam, thoroughly cleaning it in the process. This stops the build-up of milk residue and reduces the risk of carry-over contamination

between milk batches – ensuring quality control and **consistent flavour every time**.

Requiring only a power source to operate, Caffe Assist technology is compatible with all commercial coffee machines, it's easy to install and has a very **low environmental impact** making it an ideal addition to existing cafe setup and technology.

**“Never has there been such perfectly steamed milk, produced with such consistency.”**

- Increases customer engagement
- Improves OHS in the workplace
- Reduces Queues
- Improves Profitability
- Is Environmentally responsible
- Relieves pressure on staff
- Improves operational efficiency
- No cleaning costs
- Works on all milk and alternative milks

#### **About Perfect Milk Pty Ltd and Caffe Assist:**

**Caffe Assist** is the brainchild of Bill Purton, ([william@caffeassist.com](mailto:william@caffeassist.com)) a medical scientist and prolific inventor. His passion for coffee in all its forms – from roasting, experimental blending to pouring the perfect cup – led him to start Atomica Café in Melbourne in 1995, over 20 years ago. Everything he does must always be the best, without compromise and this same rule applied to his in-house roasting and coffee appreciation classes. Atomica customers enjoyed the same experience no matter what time of day or what day of the week, year in and year out, no matter who was behind the machine.

This culture was ahead of its time and is now known as “the third wave”. Atomica was sold on 5 years after its inception to fund newly invented products.

So where did his idea for **Caffe Assist** come from?

Not known for his patience, back in 2012, Bill was waiting for over 25 minutes for a take-away café latte and became so exasperated that he started analysing what was causing the delay. The problem was how to decrease the wait-time and still get the perfect latte – preparation of the milk was the critical area of interest he honed in on. By the time his coffee eventually arrived, he had already sketched the broad design for the **Caffe Assist** on a paper napkin – corny but true.

Over the next four years he developed and patented world wide **Caffe Assist**.

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Photos and videos are on instagram [@caffeassist](#) and website and more available upon request