

Australia's Café Culture Lands at The London Coffee Festival

Submitted by: Uberstar

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LONDON, United Kingdom -- 12TH MARCH, 2014 -- Driven to inspire sustainability with style in a disposable culture, JOCO reusable glass cups (<http://uberstar.co.uk/collections/joco-cups>) have arrived to redefine the takeaway coffee and tea drinking experience. After four years of extensive and caffeinated R&D, the JOCO collective discovered that glass, rather than plastic, was the truest path to untainted taste and optimal environmental sustainability for reusable cups. JOCO's forward-thinking product, innovative package design and hyper-social online platforms have already captured the attention of Australia's cafe culture.

The JOCO product range includes the 12oz and 8oz cups and a nifty 6-cup carry tray. The larger 16oz cup will join the family in June 2014. Each JOCO cup is made from high grade, strengthened, borosilicate glass with a thermal silicone sleeve and an ergonomic, splash safe, silicone lid. Available in an array of contemporary colours, they are microwave safe, 100% BPA free, lead free and barista certified. Meaning, JOCO cup sizes are modelled on common disposable paper cup volumes." The glass cup ensures that your coffee taste stays untainted and the meticulous design ensures that you're drinking your daily cuppa, not wearing it ". The JOCO cup is a smart looking choice for your daily brew.

To further encourage reusability, each JOCO cup is housed in packaging that thinks beyond the recycle bin. JOCO's 100% recyclable paper canister can be used to store coins, pencils, and paper straws or to plant seedlings. How you choose to repurpose your canister is up to you and your creative thinking.

Visit [www.jococups.com](https://jococups.com/) (<https://jococups.com/>) and explore JOCO's thoughtful product features, green facts, a complete cup colour guide, stockist listing and inspiring content on the JOCO blog. JOCO cups can be purchased directly from the JOCO online store ([jococups.com](http://uberstar.co.uk/collections/joco-cups)), locally via Uberstar (<http://uberstar.co.uk/collections/joco-cups>) or found in a growing selection of like-minded cafes, roasters and retail outlets in the UK.

At JOCO we believe that you can experience life's little luxuries without impacting on the natural environment or surrendering taste and smart design. We encourage you to enjoy your brew responsibly in a fine looking cup. The JOCO philosophy is simple: longevity, flavour and style. Glass lasts longer, never affects flavour and always looks best.

Don't beat up your taste buds. JOCO are, the 'cups that care'.

JOCO cups will be attending the London Coffee Festival (<http://www.londoncoffeefestival.com/home.aspx>), 03-06 April 2014. Swing past our booth (no.SR37) and say hello. We look forward to meeting you and sharing all about JOCO cups.

Samples available for review.

JOCO UK Enquiries:

Uberstar Limited

Phone: +44 (0) 208 675 2140

Email: ryan@uberstar.co.uk

JOCO marketing:
Phone: +61 419 368 163
Fax: +61 3 52615255
Email: kristenrudduck@jococups.com
Email: gregjones@jococups.com

ABOUT JOCO

Founded in 2010 in Torquay, Victoria, Australia, JOCO is a global brand that believes creative and environmental stewardship does not have to interfere with the pursuit of superior taste — in both coffee and tea flavour, and with everyday life. JOCO strives to cultivate a community of lifelong customers who are united in the idea that, while life should be experienced completely, it should not be enjoyed at the expense of the environment.

By using glass instead of paper, we are reducing the excessive amount of landfill created by the use of non-recyclable, disposable paper cups. By favouring glass over plastic, JOCO has eliminated the intrusive flavour that plastic cups may release into your carefully crafted coffee or tea. These truths make JOCO the 'Cups That Care'.

Note: For further information about JOCO cups, we invite you to visit our website at www.jococups.com. We also invite you to explore and follow us on facebook.com/jococups, twitter.com/jococups, pinterest.com/jococups, instagram.com/jococups and linkedin.com/company/joco-cups.