

Atomo Coffee / FAQ for Media

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When was Atomo Coffee Founded?

- Established February 2019

When will the coffee be available to the public?

- 2021

Who are the Founders of Atomo Coffee?

- Andy Kleitsch | CEO | Andy is a serial entrepreneur with over 20 years experience in tech start ups as well as serves on the board of M.S. Entrepreneurship at University of Washington
- Jarret Stopforth, Ph.D | Chief Scientist | Jarret is a radical food scientist with over 20 years of experience of innovation and food safety at companies such as Chobani, Soylent, Campbell's, Kettle and Fire and more

What about the Atomo team?

- Atomo has a team of 15 working on molecular coffee
- The Atomo science team is 10 strong, with 5 Ph.D's.

How did you come up with the idea? Why did you start Atomo?

- One morning, after a cup of horrible coffee, Jarret realized coffee was in need of a serious overhaul - specifically, coffee beans were inconsistent and full of bitterness. That's when Jarret decided to create a consistently great ultra-smooth coffee without the bean.
- Soon thereafter, Andy Kleitsch met with Jarret and asked 'Do you have any product ideas which are better for the environment?'
- Jarret described his molecular coffee vision and after some quick research it became evident climate change is dramatically impacting coffee - forcing coffee plantations to move farms uphill to cooler climates, leading to further deforestation.
- It was decided the duo would create a better tasting and more consistent molecular coffee, that's better for the environment.

How do you make Atomo?

- Upcycled Plants from US Farmers: First, Atomo sources pits, seeds, stems and leaves from local US farmers - upcycling their plant waste - and giving it a second life as a molecular coffee ingredient.

- Wash & Prep: Just like conventional coffee Atomo washes and dries raw materials to prep for roasting.
- Magic: Atomo's proprietary technology enhances targeted compounds in plants and combines them in a secret formula to replicate unroasted green coffee beans.
- Roast/Grind: Roasting and grinding brings out the delicious flavors and aromas trapped inside Atomo's raw materials, creating the complexities of freshly roasted coffee.
- Brew: Atomo extracts soluble flavor compounds from our roasted grounds at a controlled time and temperature in order to develop the most balanced cup of joe.
- Enjoy: Sip + Enjoy with friends, family, strangers, or on your own. There are no rules here, aside from never settling for bad coffee.

What ingredients do you use if not coffee beans?

- Atomo uses upcycled seeds, kernels, pits, stems and leaves from commercially harvested plants.
 - Did you know: Coffee beans are actually the seed of the coffee cherry?
- Bioreactives: 60+ plants naturally produce caffeine. Atomo sources caffeine from the most sustainable plants.
- Antioxidants and polyphenols: Atomo's plant-based ingredients are rich in antioxidants and polyphenols.

What is Atomo's first product and where will it be sold?

- Atomo's first product will be cold brew coffee
- Atomo cold brew will be sold at specialty retailers

Will Atomo make coffee grounds?

- Yes! Atomo Grounds will be a 1-for-1 replacement for conventional coffee
- Consumers can brew Atomo Grounds in the same brewers they use today

What about farmers?

- We love farmers! Atomo partners with local US farmers, upcycling their plant waste to create a sustainable brew
- Upcycling provides farmers with another revenue stream

What is upcycling?

- "Upcycled foods use ingredients that otherwise would not have gone to human consumption, are procured and produced using verifiable supply chains, and have a positive impact on the environment." –Upcycled Food Association

How much of Atomo is upcycled?

- 95% by weight

Can you legally call it coffee if it is not made from coffee beans?

- There is no FDA standard of identity for coffee
 - That's why you see mushroom and chicory coffee

- We consider coffee to be an experience and a result - and Atomo delivers the experience and result consumers expect

Why call it Molecular Coffee?

- We're scientists- we like geeky names

What taste profile are you targeting?

- We are targeting a medium roast, with reduced bitterness

Does it have caffeine?

- Yes, each cup of Atomo coffee will have 100 mg of caffeine (most 8oz cups of conventional coffee have between 80-120 mg)
- We are also developing the world's first truly no-caf coffee

How much will it cost?

- It will be priced similarly to premium specialty coffees

Where is the new roastery?

- In SODO Seattle, WA
- Several blocks north of the old Rainier/Tully's Brewery, and 6 blocks east of Starbucks headquarters

How big is the new roastery and how much will it produce?

- 12,000 sq ft
- The output will support regional launches at specialty retailers.

How much funding has Atomo raised?

- Self funded from 2018-2019
- \$25k from Kickstarter backers in Feb. 2019
- \$2.6 million Seed funding from Horizons Ventures in 2019
- \$9 million Seed funding by Horizons Ventures, S2G, AgFunder and Bessemer in 2020