



**Ground Control**  
917.617.3766  
voga@vogacoffee.com

San Francisco, CA USA  
www.vogacoffee.com

For Immediate Release:

Media Contact: Melissa Pugash  
[melissa@melissapugash.com](mailto:melissa@melissapugash.com)  
310.245.3341

**GROUND CONTROL'S NEW BATCH BREWING TECHNOLOGY TO LAUNCH AT SPECIALTY COFFEE EXPO**  
**ONE SMALL SIP FOR MANKIND, ONE GIANT LEAP FOR FLAVOR**

Atlanta GA (April 14 to 17, 2016) – Calling all Baristas -- Ground Control is taking off at the Specialty Coffee Association of America's annual exhibition. Join the Ground Control brew crew including San Francisco-Bay Area inventors Dr. Joshua Avins and Eli Salomon at SCAA booth #457, for a demonstration of this unique filter brewing process and visual performance. You'll experience how Ground Control's innovative, patent pending, technology can propel your filter brewing above and beyond the traditional drip process while providing spectacle and wonder to you and your customers.

What sets the Ground Control twin brewer apart from other batch brewers? According to Voga Coffee Co-Founder Eli Salomon, "This is the first new commercial batch brewing technology to come to market since filter drip was first introduced in 1954. Our patent-pending process allows baristas to selectively extract the flavors they want, with total control over each step from the first wetting to the final extraction. They can dial up each coffee's most desirable flavor components and sweetness and say goodbye to bitterness, producing the same, consistent cup every time. Several certified Q graders who have tried coffee brewed with the Ground Control have shared that the resulting beverage is superior to those produced by well-executed single cup brewing methods."

He adds "Our twin brewer offers the widest variety of batch sizes available today. You can brew from one cup to upwards of 1.5 gallons of great-tasting coffee simultaneously in each of the twin brew chambers, virtually eliminating waste during off peak hours. You'll have precisely the amount of freshly brewed coffee your business needs while maintaining quality and unprecedented consistency in every cup. Think of the efficiency, cost savings and customer satisfaction. Ground Control's proprietary, vacuum-driven, multiple-extraction brewing process is based on Josh's years of ground breaking scientific research." Josh explains, "We know that brewing a great cup of coffee to SCAA's Golden Cup standards time after time in multiple batch sizes can be challenging for even the most skilled barista. Eli and I, along with a team of highly experienced engineers and designers, have built the Ground Control for maximum flavor and consistency no matter which brew quantity or strength you select."

Skilled craftsmen in the San Francisco Bay Area assemble each unit by hand, using structural components fabricated in America. The Android digital interface makes it simple to control the entire brewing process with just the touch of a button; and you can rapidly and easily dial in up to 40 custom recipes. Its easy-to-use touch pad minimizes staff training time and it's as simple to clean and service as any batch brewer on the market today.

Eli and Josh invite roasters to bring their coffees to their SCAA booth #457 to experience the Ground Control difference. To arrange to have your coffee showcased in a demo, please contact [coffee@vogacoffee.com](mailto:coffee@vogacoffee.com) no later than April 3rd. For more information, visit <http://vogacoffee.com>, or contact [info@vogacoffee.com](mailto:info@vogacoffee.com). Come see for yourself why Ground Control is a game changer for batch brewing.

####