

A blurred cityscape viewed through a window with raindrops. In the foreground, there are two coffee cups on a windowsill. The text "Coffee in the UK is about to change" is overlaid in white.

Coffee in the UK
is about to change

**Coffee is brown • Coffee is dull •
Coffee is same old same old •**

**Coffee never changes • Coffee
isn't newsworthy • Coffee is coffee**

**NOT
ANY
MORE,**

**...IT
AIN'T!**

“

**From the jaws
of madness
comes greatness**

”

**...someone (mad) once said.
Probably the same person
who was absolutely, utterly
and unequivocally unable
to hear the words
'no you can't'.**



And here's the interesting thing. When you take two things that never shared a table before and you introduce them, and they get on,

magic happens.



Magic happens when the unexpected mix.

Fish and chips.

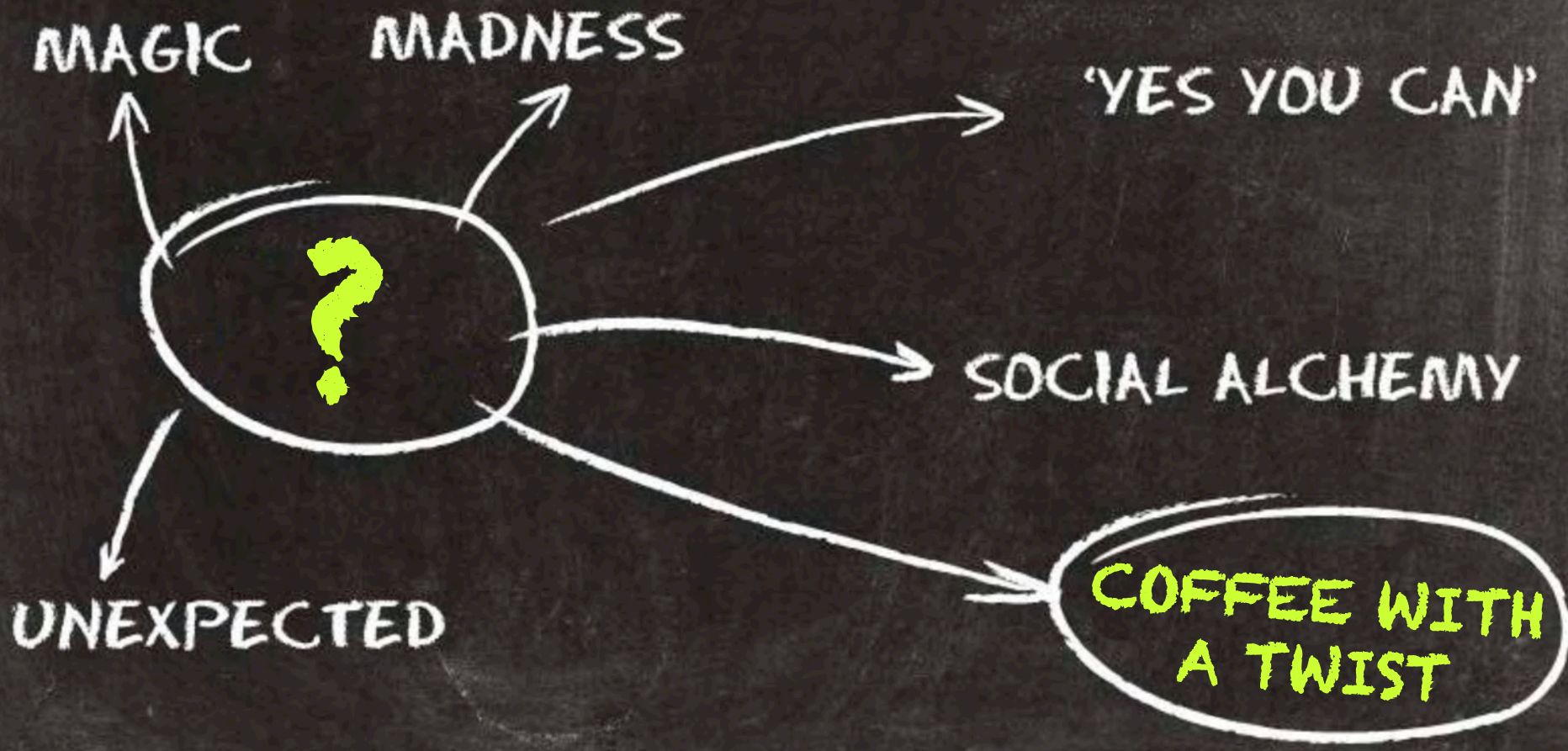
Mickey Mouse and Pluto.

Aerosmith and Run DMC.

Coffee and fruit.

You, her, him and them.

Professors at Yale, Harvard, Oxford and Cambridge call this ‘Social Alchemy’. Also known as the chemistry fizzle that happens inside you when you discover something great and ‘absolutely have to tell everyone about it’.





**That's probably why they imagined
Something as improbable as ...**



*'Guide us, guard us, deliver us FROM bland tasting coffee'
'Set us free from the EVERYDAY Let us fly!'*

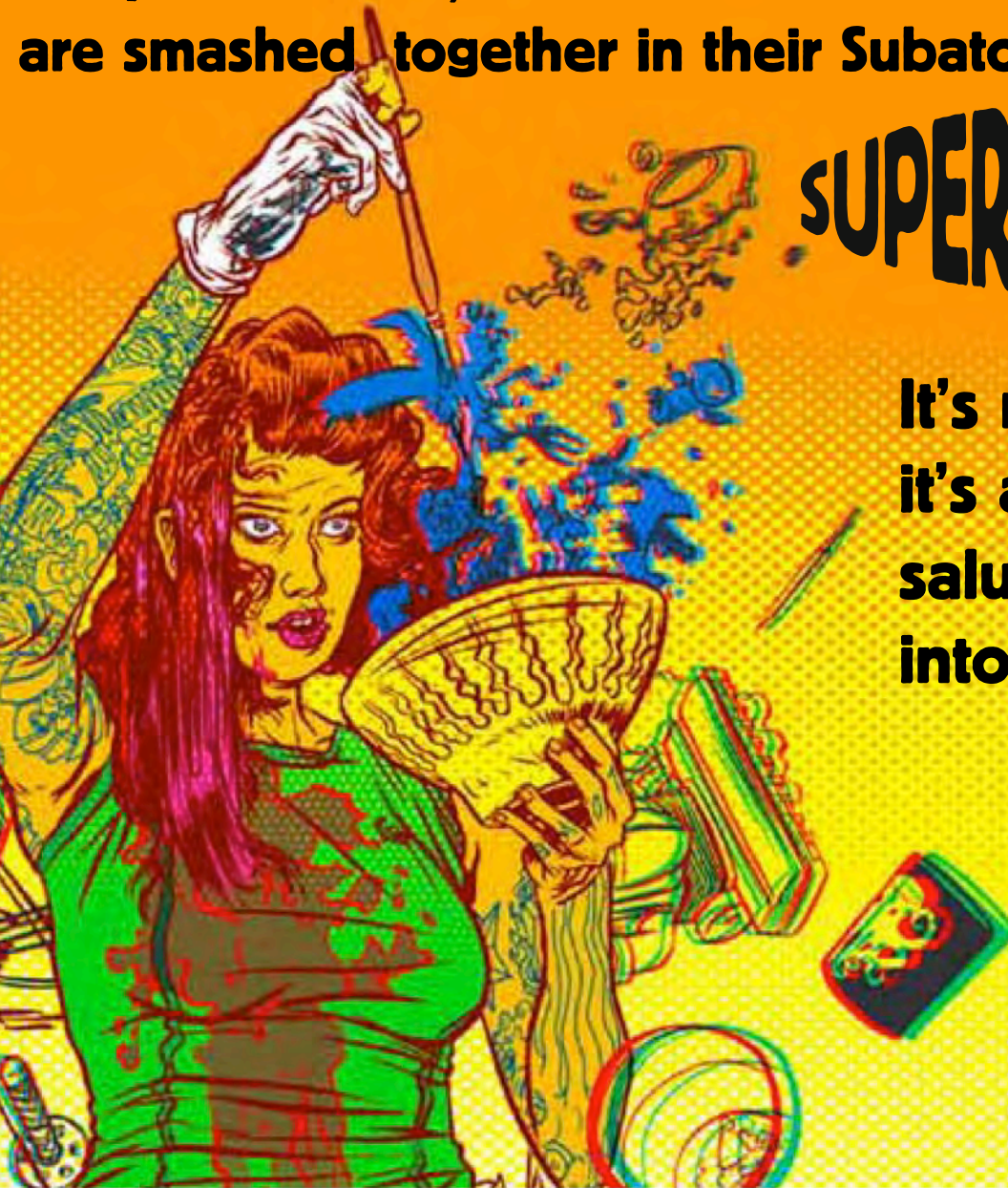
INO is coffee, but not as you know it. It's coffee with a twist and is completely NEW, where delicious coffee beans and pure fruit juice are smashed together in their Subatomic states, then

SUPERFANGLED™

**according to our
TOP Secret Recipe.**

**It's new, it's audacious,
it's a two fingered victory
salute and air punch rolled
into one.**

INO
**COFFEE
WITH A TWIST**





is a

**technicolour
riot**

on your taste buds...

**It's just as easy to make as a mug of instant and
you can still add milk and sugar if you like it that way.**





take your pick...



ANY
QUESTIONS?

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