



## MEDIA RELEASE

### GLENN BAILEY TAKES OUT DETPAK AUSTRALIA'S PRECISION SMACKDOWN SERIES

*For immediate release*

Adelaide's Glenn Bailey has secured a spot in the reality television program Barista & Farmer after winning the final of the Detpak Precision Smackdown Series at the Melbourne International Coffee Expo (MICE).

The barista from Grinders Coffee thrilled audiences at the Detpak Stand at MICE, completing the cupping round and correctly identifying faults from twelve cups of coffee in just 19 seconds.

Joining Glenn in the final was Dee Espinoza from Coffee Hit, Cat Bygraves from Blue House Project, and Vincent Vu from Code Black Coffee Roasters.

Glenn's win wraps up six weeks of competition as part of the Detpak Precision Smackdown Series, thanks to the support of Paul's Professional and partners Genovese Coffee, Pilgrim Coffee, Dachshund Coffee, Tim Adams Speciality Coffee and Veneziano Coffee Roasters.

Culminating with the final competition at the Detpak stand at MICE, Detpak Business Development Manager Clint Hendry said the competition series was a great way to build awareness of the new Precision Series cup range.

"Launching these cups with a series of latte art competitions was a great way to present this solution directly to those who it will impact – the baristas," Clint said.

"The response to the cups has been overwhelmingly positive, both baristas and consumers can see the benefits of aligning takeaway cup volumes with in-café cups and promoting the perfect ratio of coffee to milk."

Detpak were also honoured to receive the People's Choice Award and 2<sup>nd</sup> in the Judges Choice for the Product innovation Awards at MICE.

To find out more about the Precision Series cup range, head to [www.detpak.com/precisionseries](http://www.detpak.com/precisionseries) or contact:

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#### **About Detpak**

Member of the Detmold Group, Detpak is a specialist paper and board packaging manufacturer dedicated to the food service industry. Detpak is a well-respected name in the coffee industry, with a comprehensive suite of products from the iconic Ripple-Wrap™ cup, to a fully biodegradable and compostable café range.