

milkpress



mādernmilk



milkpress



Save the pulp.
Easy clean-up.





HARIO
x
modernmilk





Easy to clean
silicone





milkpress

modernmilk 2020





milkpress



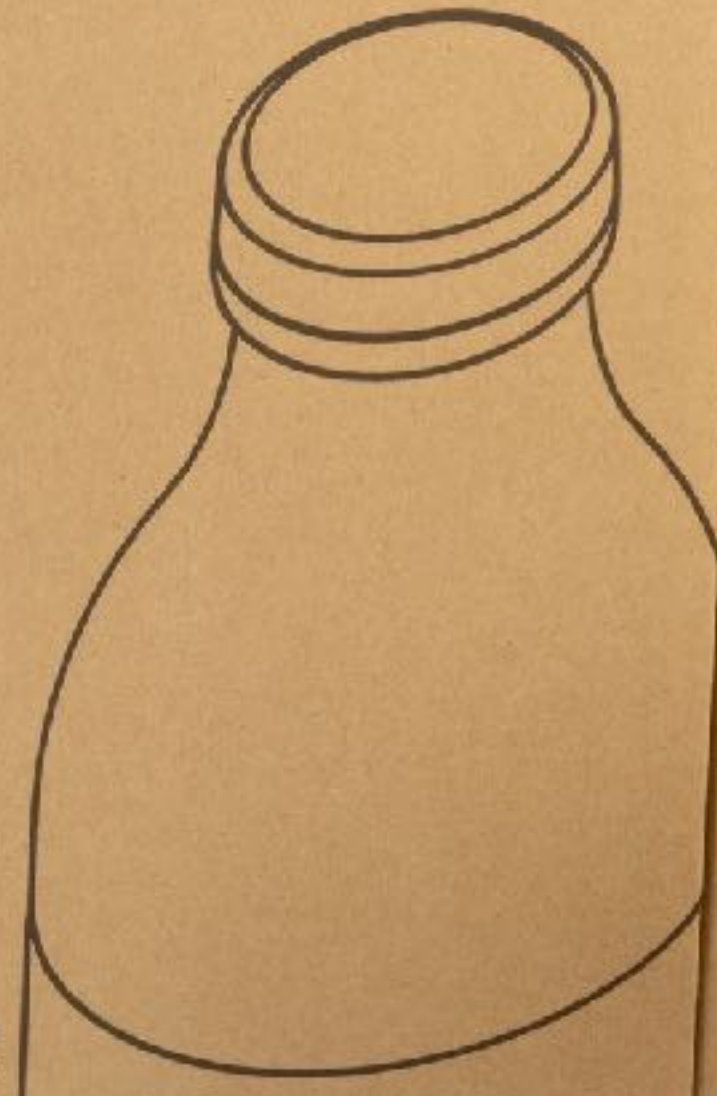
Plastic-free Packaging





milkpress
1.4L x 12

modernmilk™



modernmilk.co



milkpress™

make fresh plant-based milk

made

make something delicious

milkpress[™]
make fresh plant-based milk

**Use & Care
Guide**



HARIO x **modernmilk**[™]
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1 Assemble
Seal bottom of filter / screw in end cap if
Make sure that screw
are properly aligned.

2 Remove pulp
Use collar from base to hold filter and milk in place.
Remove cap from bottle and place it on top.
Hold the glass bottle over the top of the filter.
Do not touch the cap with your finger as you fill.
Use the collar to hold the cap in place as you fill.
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Use the collar to hold the cap in place as you fill.

3 Attach spout & cap
Put spout on bottle.
Remove cap from spout before attaching spout to bottle.
Hold glass down with one hand on a stable flat surface.
Snap spout down with the other hand.
Press down on spout firmly until it pops into place.
Check that spout is properly attached to the bottle.
To remove bottle from silicone base, hold base with one hand
and remove bottle with other hand at a slight angle.
Do not pick up and hold the bottle by the spout.
To remove spout, hold bottle with one hand and
to the side with the other hand.

4 Enjoy
Natural settling will occur. Before pouring, gently shake the
bottle from side to side as needed.
Always hold the glass bottle when carrying, never the spout.
Remove cap from the spout and pour.

5 Store
Always store fresh plant-based milk in the refrigerator.
Take care as glass may be cold and slippery out of refrigerator.
Keep for up to 3 days in refrigerator, and never drink if spoiled.
Please consume fresh plant-based milk as soon as possible.
Store bottle vertically, not horizontally.
Plant-based milk or pulp may be frozen in ice cube trays.
Collar fits onto base for storage.

IMPORTANT
Do not give a baby
any liquid until they
are at least
6 months old.

IMPORTANT
Check that
the spout is
properly
attached to
the bottle

IMPORTANT
Do not
carry bottle
by the spout

IMPORTANT
Check that
the spout is
properly
attached to
the bottle

milkpress™
make fresh plant-based milk

**Use & Care
Guide**

HARIO x modernmilk™
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milk

plant-based milk



How to use

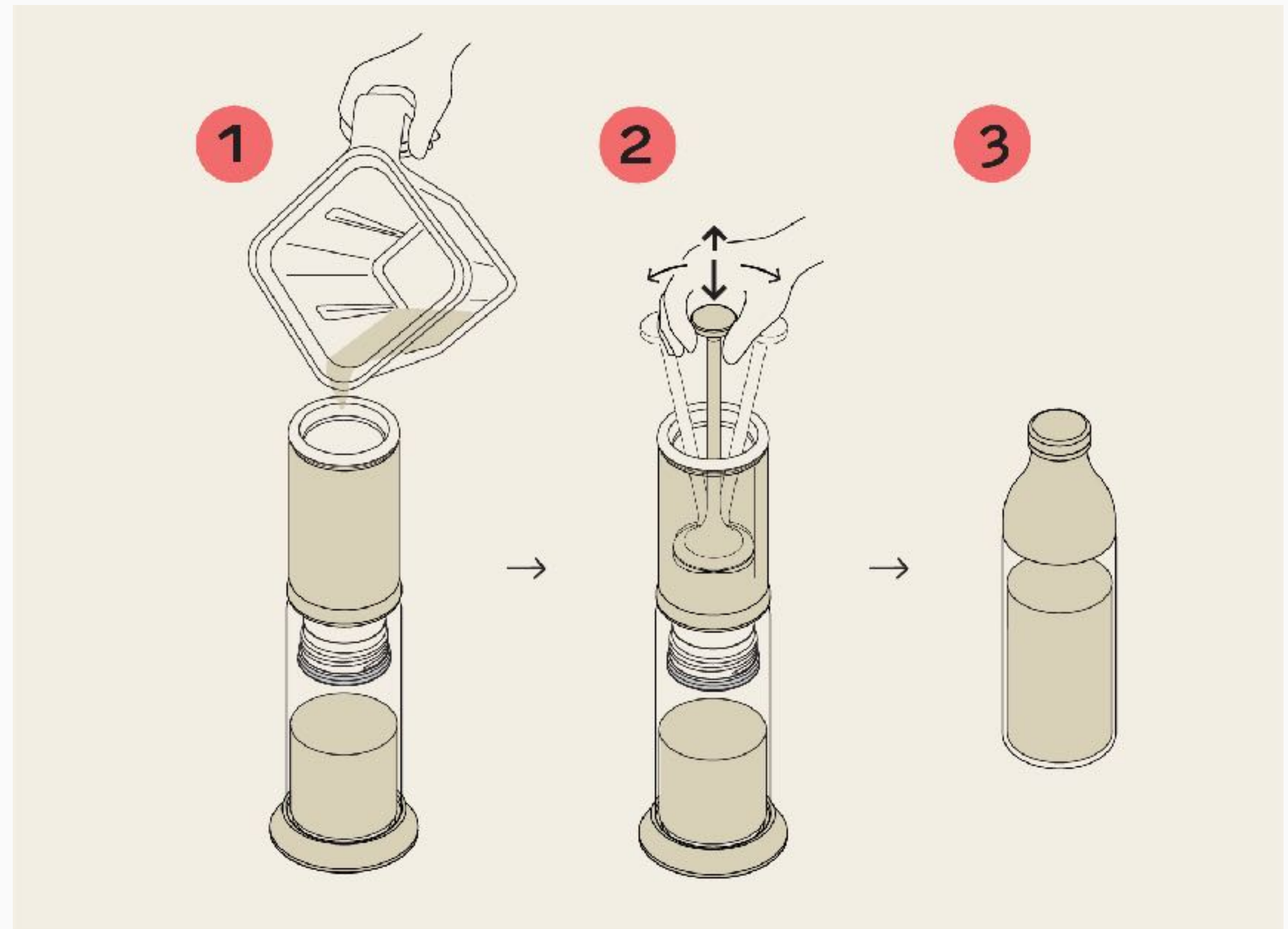


milkpress

Make. Filter. Enjoy.

Fresh plant-based milk

1. Use a blender or soymilk maker to combine water with the chosen ingredients: nuts, oats, dates, etc.
2. Filter the milk effortlessly with the milkpress. If desired, save the remaining fiber cake for future use.
3. Enjoy the milk. Store in the glass bottle after removing the filter or pour into another vessel.



How to use milkpress

1 Blend

Use a blender to liquify the ingredients with water.

Example recipe, adjust to taste:

5-Minute Almondmilk

- 50g Almonds (pre-soak optional)
- 4 Cups water
- 1 Medjool date (with pit removed)
- 1 Pinch of salt

Blend for one minute or until smooth.

For more creaminess, use more almonds.

Try plant-milk blends such as oat-walnut.

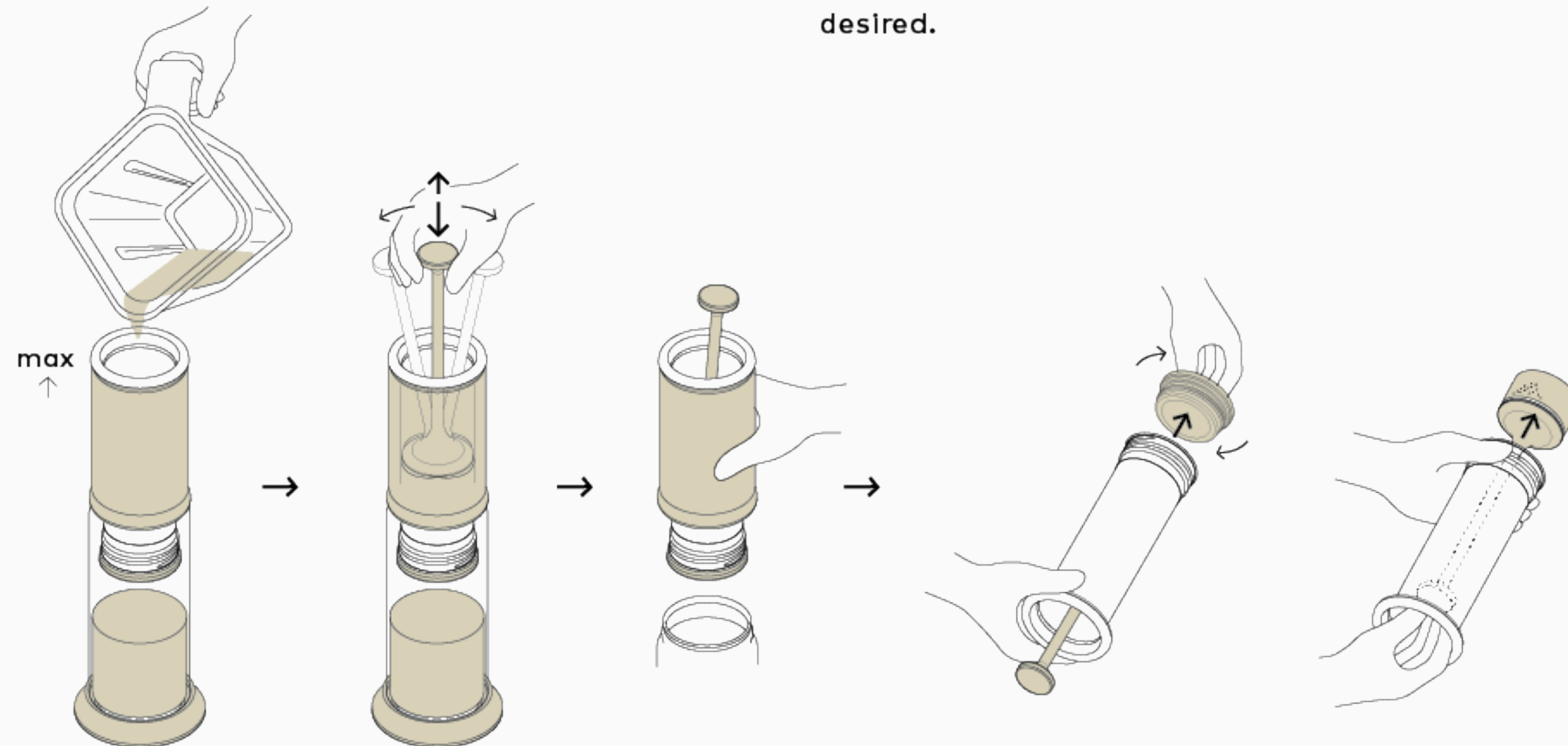
Visit modernmilk.co for recipes and supplies.

2 Filter

- Pour mixture through filter.
- Allow liquid time to drip through perforations.
- Press milkstick down gently into the filter.
- Ease milkstick from side to side and downward.

3 Save pulp

- Lift collar from bottle leaving filter and milkstick in place.
- In place.
- Remove filter leaving milkstick in place.
- Unscrew silicone end cap using finger grips.
- Using milkstick, press pulp out through the open filter end.
- Save, freeze, or dehydrate pulp for later use if desired.



Plastic-free product



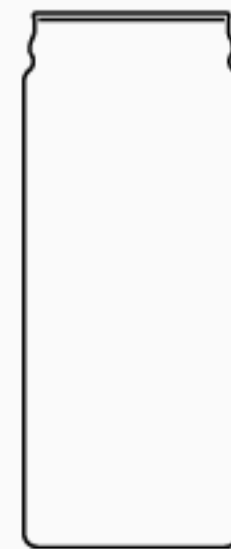
Parts & materials



cap
Silicone



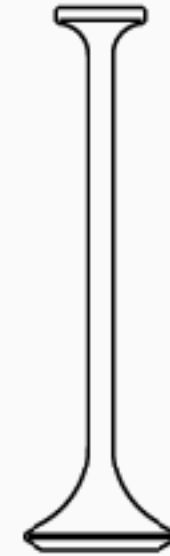
spout
Silicone



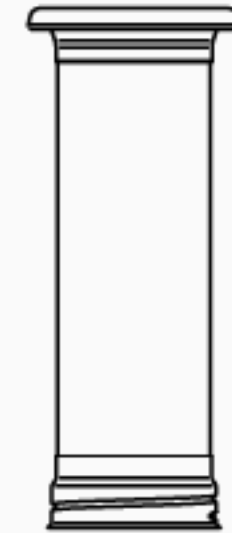
bottle
Heat-resistant
borosilicate
glass



base
Silicone



milkstick™
Silicone
Stainless-
steel core



cushioning ring
Silicone



end cap
Silicone



collar
Silicone
Aluminum core

Bottle practical capacity: 4 cups / 32 fl oz / 1L



plastic free



dishwasher safe



ocean friendly

Stakeholder Interest



content



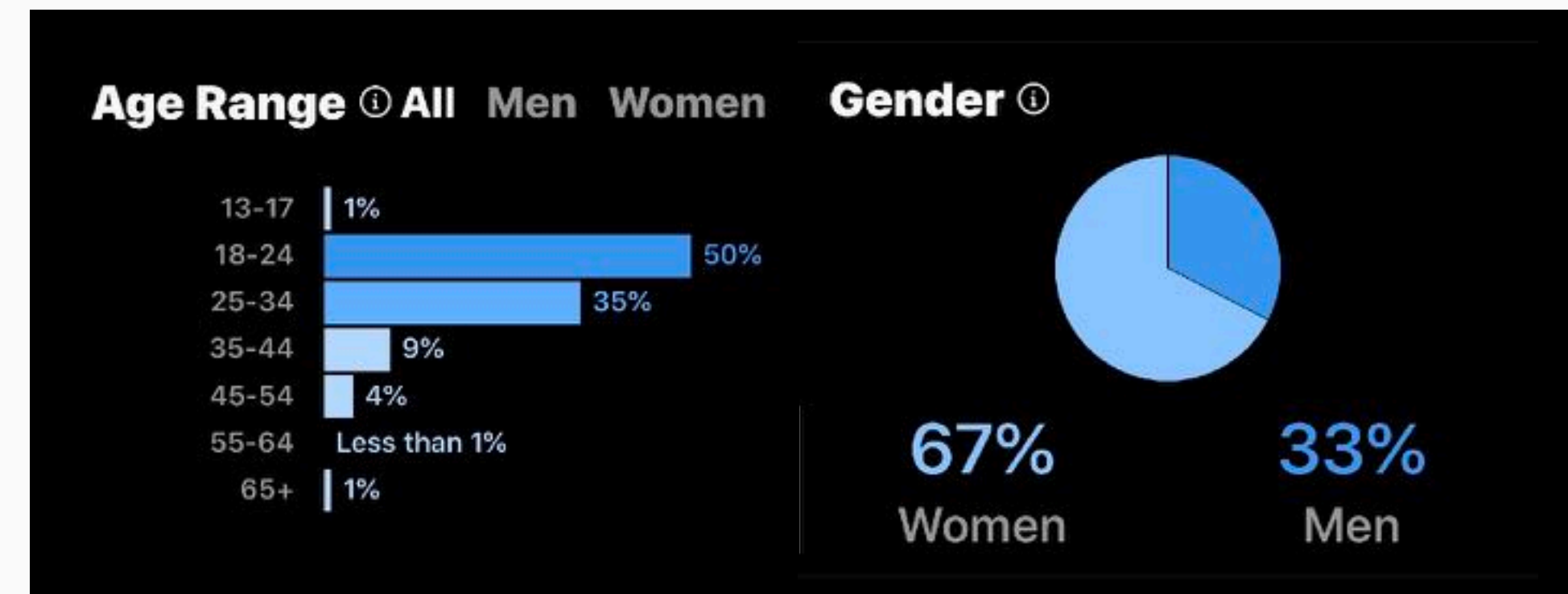
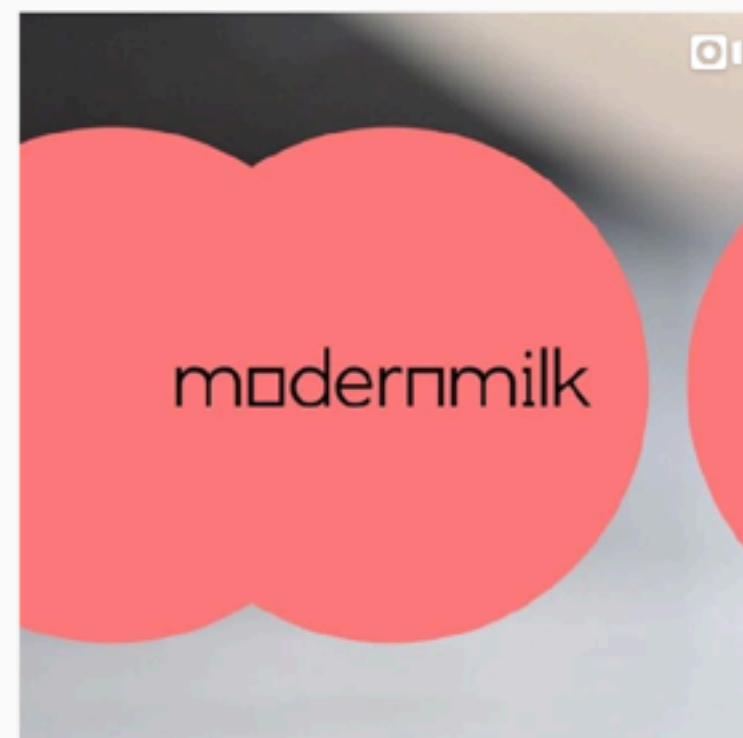
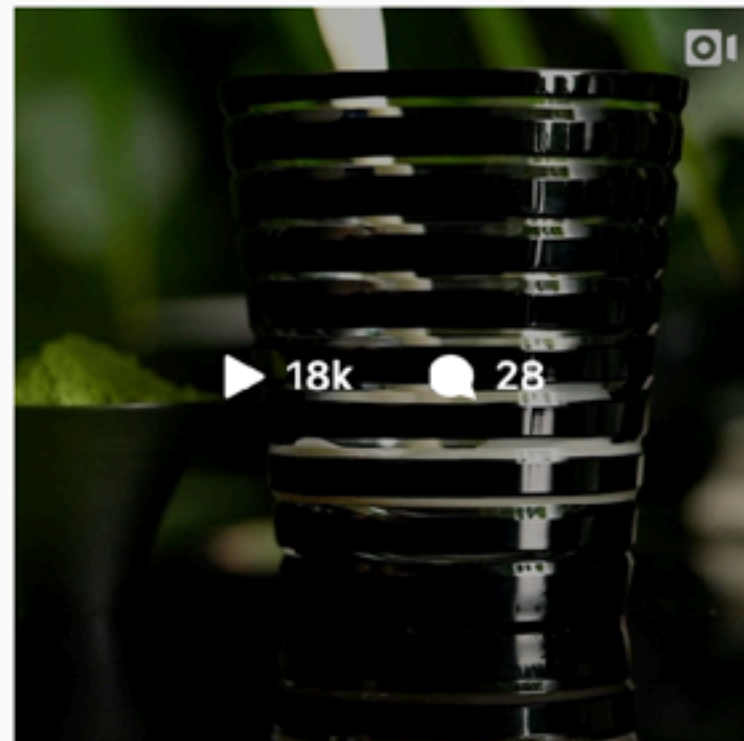
“I need this 😍😍😍”

“I want one!! 😭”

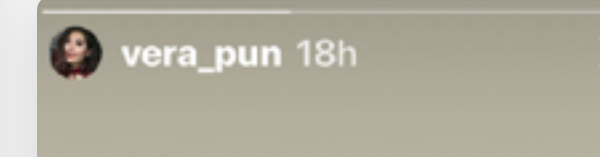
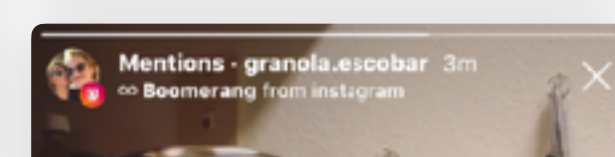
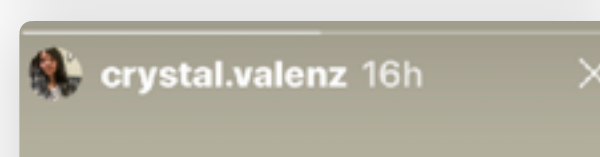
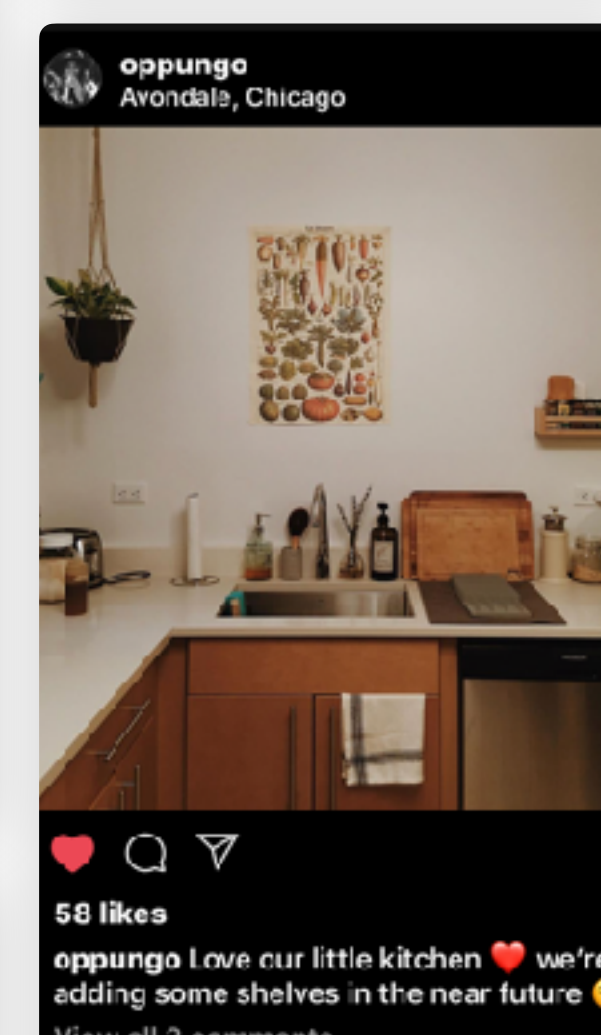
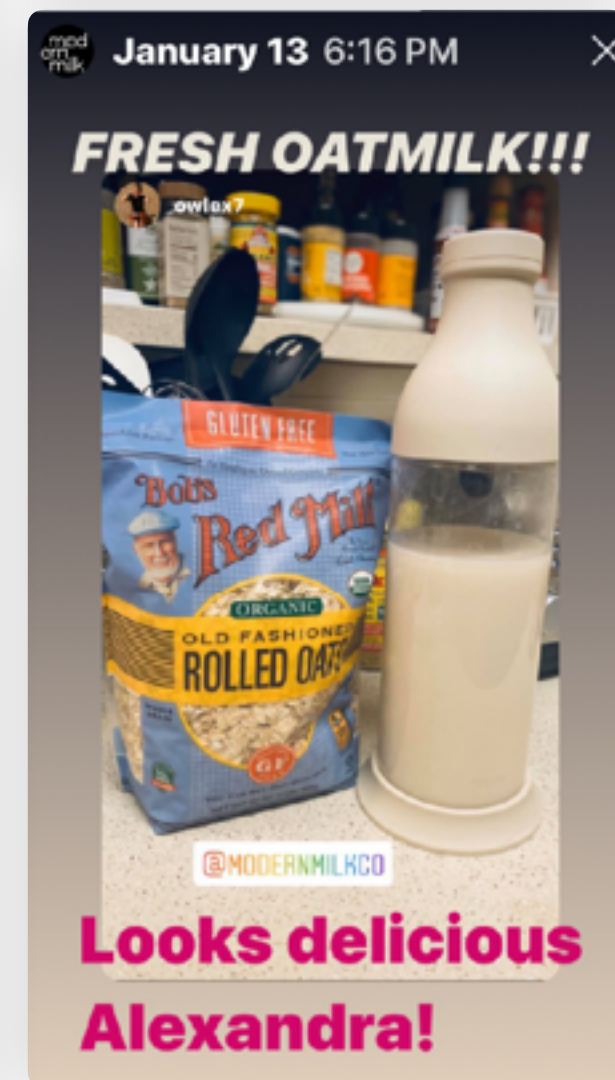
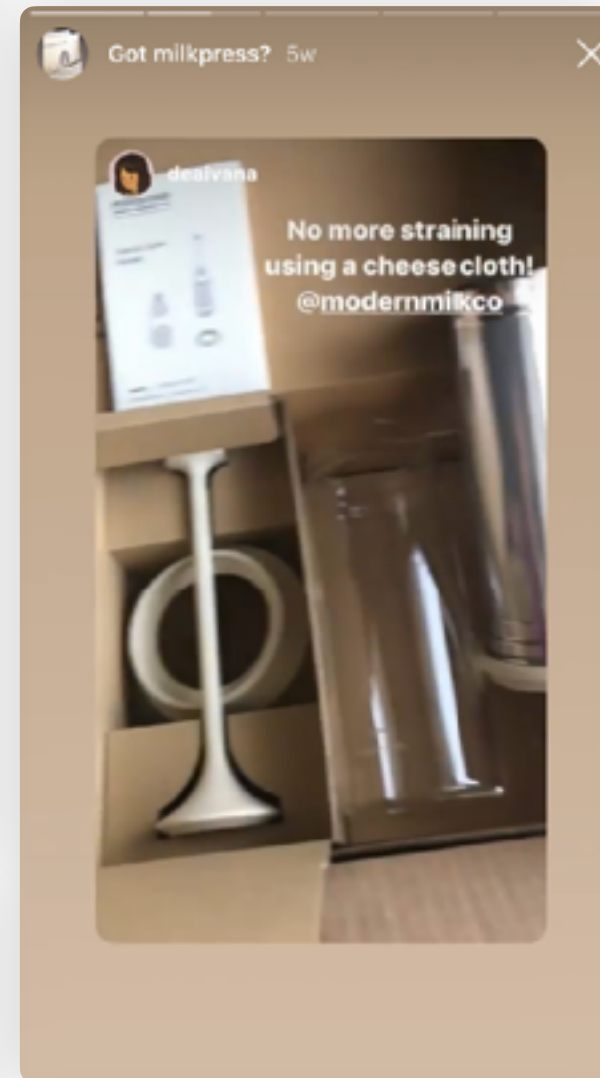
“Such a soothing and satisfying ad! 😮”

“What’s the song? 😭💖”

High engagement.
Low cost per click.
86% 34 and younger.
Best performing video on hario_japan’s instagram.



user-generated content



Sampling of enthusiastic engagement from customers and fans.