

VOICE-OVER COPY

Agency: Phryctoria Communications

## Moka Pot

True coffee lovers all have their favorite form of brewing. Drip, espresso, French Press. I've long been a pour over fanatic myself. But recently, an Italian friend convinced me to try the Moka Pot. And it changed my life.

The most popular coffee maker in Italian households is an incredibly simple system. Water in the bottom, grounds in the middle, set it on the stove, and wait.

It percolates both steam and hot water through the grounds to make a rich, creamy brew. Allowing all of the bean's flavor notes to be expressed. The increasing water vapor below forces the water up a funnel, through the grounds, into the collection chamber. At only 1.5 bars of pressure, compared to the 9 bars of an espresso machine, the coffee is slightly less concentrated, but avoids espresso's bitterness, delivering a velvety cup of joe every time.