



Problems in Pepper Mill & Spice Grinder Category



- Two-handed cranking: too much effort, time consuming, requires grip strength
- Tools frequently break
- Difficult to fill, narrow mouth
- One mill only holds one spice
- Lack of innovation

Solution

Spice Grinding Reinvented



Goal: to create the new standard in spice mills

- Consulted industry veterans
- Studied home cooks
- Our own experience: we have produced 35 million hand-crank spice mills through our sister company

How:

- Create a user-friendly, effortless, electric grinder that more people will enjoy
- That grinds many spices in just one mill, increasing adoption
- And that is kept on the counter because it is so convenient: one-hand use and one-touch on-off

INTRODUCING

FinaMill

Spice Grinder

The easiest way to grind spices



Interchangeable spice pod, allow you to swap between spices, keeping flavours distinct

Adjustable grind settings

Powerful and reliable motor

Single-handed operation



Wide-mouth opening for **easy spice refills**

Choice of **multiple colours**

White **LED light**

Grinds whole spices, from plus-size peppercorns to dried herbs, **at the touch of a button**

3 AA batteries **last for months**
(Rechargeable version: one full charge lasts for 3-4 months with regular use)

INTRODUCING FinaPod – One Mill, Many Pods

Red
Hard Spices

Grey
Everyday & Oily Spices

Black
Large Spices & Dried Herbs

The image shows three FinaPod mills standing upright. Each mill has a clear plastic top half and a white base. The Red mill's top half is red, the Grey mill's is grey, and the Black mill's is black. Next to each mill is its corresponding grinding pod, which is a smaller version of the top half. The pods are also colored Red, Grey, and Black respectively. Scattered around the mills are various ground spices and herbs, including whole nutmegs, salt, pepper, and cubes of cheese.

- ✓ Swappable grinding pods keep flavors distinct
- ✓ Wide-mouth opening for easy spice refills
- ✓ Built to last with durable ceramic grinding mechanism

FinaMill Spice Grinder

Battery

Midnight Black



Sangria



Salmon



Stone



Soft Cream



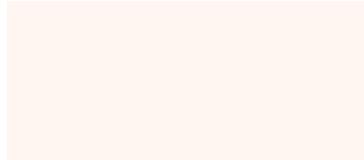
Sage



Navy Blue



Rechargeable



Midnight Black



Sangria



Soft Cream



Stainless Steel



THE MAGIC IS IN THE POD.TM

FinaPods

PRO Plus



EVERYDAY, OILY SPICES: Cacao nibs, Cardamom seeds, Celery seeds, Chipotle sea salt, Coriander seeds, Cumin seeds, Dill seeds, Fennel seeds, Ginger - dried and minced, Grains of Paradise, Hawaiian pink sea salt, Hemp seeds, Himalayan pink salt, Montreal seasoning, Mustard seeds, Peppercorns - green, pink, white, Sichuan, Sea salt, Sesame seeds, Spanish rosemary sea salt, Sunflower seeds, Tellicherry peppercorns, Toasted garlic, Toasted onion.

MAX



WHOLE SPICES: Allspice - whole, Black cumin seeds, Caraway seed, Chili, dried - piquin, Chili, dried - chiltepin, Juniper berries, Lemon peel - dried and minced, Orange peel - dried and minced, Red pepper - crushed
HERBS: Basil - dried, Cilantro - dried, Celery flakes - dried, Dill weed - dried, Herbes de Provence, Mint - dried, Oregano - dried, Parsley - dried, Rosemary - dried, Sage - dried, Thyme - dried
ADDITIONAL: Coffee beans, Espresso beans

GT



HARD SPICES: Cassia, Cinnamon, Nutmeg, Star Anise, Whole Chilli,
HARD CHEESE

FinaPod Stackable Trays



Rectangle Tray



Triangle Tray



FinaMill

User Ratings



User behavior with FinaMill:

- **92%** are passionate about their FinaMill
72% love, 20% like
- **83%** leave out on their kitchen counter
- **82%** use 3+ times per week
64% use most every day

FinaMill Press Recognition

FOOD & WINE

"... makes cooking with whole spices a snap"

Reader's Digest

"Changing the at-home cooking experience"

Forbes

"Super easy to use... a go-to in my kitchen"

The Boston Globe

"... an ingenious handheld ... spice grinder"

allrecipes

"The easiest way to add fresh flavors"

BuzzFeed

"How was I living before this thing?"



GadgetFlow

"9.7 out of 10... love the interchangeable pods"

FinaMill Awards



FinaMill has won a
Platinum Award
at the *A'Design Competition*.

The A'Design Award is one of the world's largest and most influential design accolades, one of the highest achievements in design. The A'Design award symbolizes exceptional design excellence in products.



reddot winner 2022
innovative product



reddot winner 2022
kitchen appliances design

FinaMill has won not one, but two, prestigious
RED DOT AWARDS

Kitchen and Appliance Design as well as most
Innovative Product. We can't be more excited!

The Red Dot Award is one of the biggest design competitions in the world. In three disciplines, participants submit products, communication projects and brands as well as prototypes and concepts. The distinction "Red Dot" is an internationally recognized seal of excellent design.

Our Story

We love the vibrant taste spices bring to our foods. 

Ten years ago, we were selling millions of spice grinders. But our love for tasty foods was inspiring us toward innovation. That persistent voice in the back of our heads born from our love of freshly ground spices. So, filled with excitement and our love of spices we created our ultimate mission: **create an easy-to-use system capable of single-handedly grinding multiple spices while not having cross-contamination of flavors.** These benefits were virtually unheard of within the spice grinding world.

Months of development occurred. Drawings, new thoughts, new renderings – created then tossed away. And then we cracked it: **interchangeable pods.** These pods would work just like beaters in a stand mixer. A different one for each different cooking need.

The next thirty months saw us race from breakthrough to breakthrough and then, with unprecedented speed, the perfect spice grinder we had for so long nurtured in our minds, became a magical reality.

At last, FinaMill was born.

With the dawn of FinaMill, our **grand mission** becomes strikingly clear
“to create awesome products that infinitely enhance every cooking experience, and celebrate and connect people through flavour.”

It gives us great pleasure to present you FinaMill,
and we hope you will love it.



Now, yours to enjoy!



Celebrating and Connecting People Through Flavour

