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TASTE THE FUTURE



SHANGHAI, China, June 9, 2018 - A revolutionary retail concept harnessing the power of technology to deliver personalized coffee and cocktails for the discerning individual launches in pop-up form in K11 Shanghai this summer.

THE CONCEPT

Combining sophisticated technology and exquisite taste, RATIO's menu is customisable. Drinks are made-to-order, in the exact RATIO you prefer. Like a 1.2 shot of espresso in your cappuccino? Done. An extra strong 120ml (4oz) bourbon in your Old Fashioned? No problem.

RATIO's obsession with precision is driven by science. An individual's sensory capacity for bitter, sweet, and umami is determined by genetics^[1]. The distribution of taste buds is also genetically programmed. That's why no two taste palates are identical. Using the best robotic technology and software, RATIO developed and refined a specialised system that can put together ingredients according to the exact RATIO that will satisfy your individual palate.

[1]

"The sensory capacities of your taste buds are dictated by the structure of the receptors on your taste cells...The structure of these receptors is genetically programmed."
<http://www.tastescience.com/abouttaste3.html>

THE MECHANICS

Harnessing the accuracy and consistency of a cobot, short for "collaborative robot", each drink is prepared precisely to order, and speed - one latte in under one minute. No mistakes, no hygiene issues.

And no downtime. With the power of Artificial Intelligence, RATIO stores your orders, learns about your preferences and even makes recommendations during future visits. Also, no new apps to download. Just scan the code at your table, order and pick-up when drinks are ready.

“But humans will not be replaced,” says RATIO’s founder Gavin Pathross.

“Cobots^[2] are just better than humans in performing repetitive work. They’re great at executing orders, freeing up our team of RATIOlogists, assembled from Asia’s best baristas and mixologists, so that they can do what they do best - provide personalized service and have great conversation with our guests.”

[2]

“A cobot[1] or co-robot[2] (from collaborative robot) is a robot intended to physically interact with humans in a shared workspace.[3] This is in contrast with other robots, designed to operate autonomously or with limited guidance”
<https://en.wikipedia.org/wiki/Cobot>

THE RATIOLOGISTS

A team of seasoned RATIOlogists with a combined 50 years of experience in the Food & Beverage industry is on-deck, all the time to serve and enlighten both the uninitiated curious drinker as well as the seasoned connoisseur.

“We’re literally raising the bar on beverage service.” says Chief RATIOlogist Steve Teo.

“Our team will help guests discover their individual preferences and customise their own RATIO. We want you to be particular about your G&T and select precisely 20 ml of lime and 60 ml of gin, for example. Bartenders elsewhere will be too busy to have that kind of conversation. That’s why RATIO is unique.”



THE DRINKS

RATIO's exquisite drinks menu is, in itself, a global taste journey. From Japan to India, China to Thailand, Ethiopia to Guatemala, the globe's rich diversity of ingredients and exotic food flavours inspired RATIO's exclusive collection of cocktail, specialty coffee and tea recipes.

Carefully curated recipes, fresh ingredients and reconstructed flavours, makes every trip to RATIO a culinary adventure for our guests.

THE ENABLER

"With RATIO, bespoke drinks and service, previously available only at high-end hotels and lounges are now accessible to everyone" says Thibault Villet^[3], Co-Founder and Chairman of Chinese luxury retailer Mei.com, and one of RATIO's key investors.

He calls RATIO a revolutionary way to inculcate a culture of enjoying high quality drinks and service, in particular for the previously uninitiated.

"The RATIO experience is a journey towards self-exploration" he says "And empowers individuals to live brilliantly!"

THE VENUE

From sunrise to sundown, sit back and relish over 50 inimitable coffee and cocktail classics and unique offerings, some exclusive to RATIO, using choice spirits, homemade Asian ingredients and dashes of imagination.

RATIO is designed to brew java in the day and concoct spirits at sundown - a truly versatile venue and space for customers to meet clients and/or socialise.

RATIO launches at China's critically acclaimed and trendsetting mall K11 Shanghai in pop-up form this June, followed soon after by residence in Raffles City, People's Square. Dozens more are also in the pipeline at hotels and co-working spaces in Asia.



[3]

The former President of Coach, Greater China co-founded Mei.com in 2010, an online retail platform offering authentic affordable luxury goods from Europe to discerning shoppers in Asia. China's e-commerce firm Alibaba invested US\$100 million in Mei.com in 2015.

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