

FOR IMMEDIATE RELEASE



**Inventor of the world's first DOUGHNUT WARMING MUG to announce launch of new company, BEST MORNING EVER, INC., at the HOME & HOUSEWARES SHOW in Chicago.**

*Satellite Beach, FL - February 2016*

Kickstarter funded company Best Morning Ever, Inc. from Satellite Beach, FL will be announcing the official launch of their company at the upcoming International Home and Housewares Show in Chicago March 5th - 9th. Tom Medwin found Kickstarter success in December of 2015 reaching over 300% of the funding goal for his invention of the Best. Morning. Ever. Mug. The porcelain mug features a built-in lid which uses the heat from coffee or tea to act as a hot plate that helps keep it's contents hotter for longer. It was also designed to hold and warm doughnuts, cookies, bagels, and other compliments to coffee and tea.

Tom Medwin said, "For thousands of years the coffee cup has remained relatively unchanged except for different shapes, sizes, and of course adding funny sayings or pictures of cats. Don't get me wrong I love cats, but not much has been done to enhance the utility of the cup itself. So we're excited to introduce a new way to enjoy coffee and tea time by keeping more warmth and flavor inside the cup. Of course the added benefit of being able to hold and warm doughnuts and other treats is a really fun and delicious way to enjoy a new kind of coffee experience."

Executive editor of Sprudge, the world's most popular coffee blog, was the first to receive a sample of the mug. He said, "This mug is giving us life. Behold the greatest innovation in doughnut suspension technology." The mug went viral and has been featured on Inc. Magazine, The Chive, Mental Floss, Food & Wine, and Geekologie to name a few. One highlight so far for the new startup was an invitation on Good Morning America where Tom Medwin appeared with anchor Amy Robach and guest Daymond John. "It's been really exciting to get such a strong reaction from people" said Tom. "I can't wait to get the mug into people's homes and put a smile on their faces. I really love bringing some level of joy and delight into people's lives."

As part of that mission Best Morning Ever donates to the charity TO WRITE LOVE ON HER ARMS which aims to give hope and help to those struggling with depression, addiction, self-injury, and suicide. The Best. Morning. Ever. Mug is available for pre-sale on their website [www.bestmorningever.com](http://www.bestmorningever.com) and will be sold on Amazon in late March or early April.

If attending the show you can meet Tom Medwin and see his products at booth N7465 in the Inventor's Corner. Tom will also be presenting to Marc Portney from the Science Channel's All-American Makers during his keynote speech on Saturday, March 5th between 1:30-2:30 pm.

*For high res photos please visit [www.box.com/bestmorningever](http://www.box.com/bestmorningever) All product photos owned by Best Morning Ever, Inc. For additional media inquires please email [hello@bestmorningever.com](mailto:hello@bestmorningever.com) or call 321-987-0583. More info can be found at [www.bestmorningever.com](http://www.bestmorningever.com) and Instagram [@best.morning.ever](https://www.instagram.com/best.morning.ever)*