

Melbourne-Based Scentible Sets New Industry Standard with Award-Winning Aroma System

MELBOURNE, Australia – Scentible, a Melbourne-based developer of consumable sensory kits, has been honoured with a Product Innovation Award at the 2026 Melbourne International Coffee Exhibition (MICE). The award recognizes the Scentible Professional Kit, the coffee industry's first all-in-one, consumable aroma training system designed to advance sensory education.

As the industry seeks more precise and sustainable methods for palate development, the Scentible Professional Kit addresses critical gaps in traditional training. By offering a comprehensive system of aroma sprays—including essential flavour categories, defects, individual descriptors, acids, and modifiers—the kit enables roasters, trainers, and baristas to achieve consistent, year-round sensory calibration.

The Professional Kit features alcohol-free, vegan, allergen-free, and sustainable sprays that mimic real-world flavour profiles, from fruity and floral notes to sensory defects such as mold and rancid tones. This approach eliminates the inconsistencies and waste associated with traditional methods, which often rely on seasonal food platters or non-consumable aroma kits.

A significant innovation within the kit is the inclusion of pre-formulated acids and sensory modifiers, including citric, malic, tartaric, and acetic acids, as well as carbonate, citrate, astringent, and bitter agents. By replacing the time-consuming and imprecise process of manual solution preparation, Scentible allows educators to demonstrate complex acidity structures and mouthfeel with immediate, repeatable results.

“We built this product to solve a real problem we deeply believed in—but the way the industry has embraced it has gone far beyond anything we imagined,” said Alec Maroush, Co-Founder of Scentible. “Winning this innovation award is incredibly humbling. It’s a reflection of the passion our team poured into every detail, and the trust our customers and partners have placed in us. I’m both proud and overwhelmed—and more motivated than ever to keep pushing what’s possible.”

Beyond improving technical training, Scentible’s refillable format supports sustainability in the workplace while streamlining labour and ingredient costs. By standardizing the way coffee structure is taught, Scentible aims to enhance quality control and sharpen flavour communication throughout the coffee supply chain, from producer to consumer. For more information about Scentible and the Professional Kit, please visit Scentible.co

About Scentible

Based in Melbourne, Scentible is a leader in sensory education technology, dedicated to providing structured, practical, and sustainable training tools for the global coffee industry.

Contact

Alec Maroush
0421 662 023
info@scentible.co