

finamill[®]

Spice Grinding REINVENTED.



My Story

Ever since Alex Liu was a little boy, he loved the smells that came from the kitchen. His grandparents had seventeen children which means Alex had many, many, aunts and uncles who were ever present and influential in his young life.

Growing up in a traditional Chinese family meant that it was the women who cooked and who dominated that space. While not allowed in the kitchen, he was an eager eater. Chinese food is bountiful with aromatic spices and fragrant fresh herbs that tickle the senses. These flavorful meals and the mouth watering scents that emanated from the kitchen helped define the man he would grow to be. He realized, as a poor college kid, the best he could do to impress his future wife, Sophia Fei, was to cook for her so he set himself out to learn to cook and recreate those dishes from his childhood.

A pivotal moment came in 2006. Alex started a pepper mill company providing disposable spice grinders for major brands that preloaded them with whole peppercorns, sea salt and other spices. Business was so good these preloaded grinders are now a ubiquitous part of the pantry.

The a-ha moment came when he asked the Director of Purchasing what he thought of the disposable grinder and to his surprise he was told that he found the effort much too difficult and preferred pre-ground pepper. So Alex set out to redesign the grinder from the ground up. He consulted spice industry experts who all agreed that freshly ground spice is better. In 2019 and thirty patents later, FinaMill was born and incorporated in 2021. No more traditional shafts to be filled with spice but interchangeable refillable pods. No more cranking and wrist twisting. Instead, with a push of a button you have freshly ground spices and herbs at the fingertip.

Sophia loved his cooking and his love of spices and married him. By his side, she is that voice in his ear that keeps his entrepreneurial spirit grounded and focused while supporting his innovative ideas. She wears many hats, from coordinating logistics and supply chains to using her art degree and keen eye to oversee the creative elements and brand marketing. Together they have created FinaMill, the pepper mill that also grinds spices.



The Easiest Way To Grind Spices



Our goal was to create a handheld spice mill capable of grinding beyond peppercorns, bringing the freshly ground aroma and taste of spices to food regardless of whole spice shape, size, and hardness. This could not be accomplished with conventional pepper mills, so we designed FinaMill and specialized pods for different spices with these criteria:

- **Swappable pods:** These specialized swappable pods grind virtually every whole spice in your pantry, from mustard seed to 5-cm-long cinnamon sticks. One pod even grates hard cheeses, like parmesan.



- **One-handed operation:** Use one hand to lower the FinaMill base over a pod and push down to secure it in place. Push down again to release the pod. No more two-handed cranking.
- **Eliminate flavor contamination:** Each spice has its own dedicated pod. Flavors stay fresh and distinct.
- **Sustainable:** Refillable pods provide a green alternative to disposable, one-time use glass and plastic jars.
- **Always on:** Rechargeable. One charge via USB provides at least one month of normal use.

The FinaMill spice mill represents a new, disruptive category of cooking tools that will make salt and pepper single spice mills a thing of the past.



FinaMill in Battery Version

Seasoning Your Food Is So Easy: Press down to pick up a FinaPod, press top button to grind, voila! Press down again to release.

One-Handed Use: One hand is always free for food prep, not constant hand washing.

More Convenient: Easier and faster than standard mills, no more two-handed cranking.

Versatile: Great in the kitchen and on the dining table.





FinaMill USB Rechargeable

Full Of Power: The lithium-ion battery keeps your FinaMill running in high gear.

Always Ready-To-Go: The rechargeable battery means the FinaMill is always ready to grind, whenever you need it.

Long-Lasting Power: One charge will grind 6 FinaPods of peppercorns – that's a lot of pepper!

Easy For You: No more buying and throwing away batteries, just more time to enjoy your FinaMill.

Rechargeable Stainless Steel





Introducing The FinaMill Muse

Completely Reengineered: The FinaMill Muse is lighter, grinds 15% faster, is 20% more powerful and 20 decibels quieter.

Minimalist Design: With its smaller footprint, sleek silhouette and wood-inspired trim, the FinaMill Muse and matching trays are beautiful enough to grace your dining room table.

Environmentally Friendly: The FinaMill Muse is made with more than 70% recycled materials, all from PET water bottles.



Introducing The FinaMill Muse

Great for Small Kitchens: Available in black and white, the FinaMill Muse, with its smaller footprint, is perfect for kitchens with limited countertop or storage space.

Redesigned FinaPods: A new line of FinaPods fit perfectly into the sleeker, smaller FinaMill Muse. Reengineered, the new Pods are easier to open and close with a simple turn to tighten and snap to lock them into place..

Matching Accent Trays: A compact tray, with gentle rounded corners and wood-inspired trim, fits four FinaPods. Trays can be stacked for a compact, elegant storage.

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3 DIFFERENT PODS UNIQUE EXPERIENCES



PRO Plus
EVERYDAY AND OILY SPICES

WHOLE SPICES

Cardamom seeds, Celery seeds, Coriander seeds, Cumin seeds, Dill seeds, Fennel seeds, Ginger - dried & minced, Grains of Paradise, Hawaiian sea salt, Hemp seeds, Himalayan pink salt, Montreal seasoning, Mustard seeds, Peppercorns (green, pink, white, black, Schezuan), Sea salt (dried), Sesame seeds, Sunflower seeds, Tellicherry peppercorns

OTHER FOODS

Cacao nibs, Garlic - toasted & minced, Onion - toasted & minced.



MAX
LARGE SPICES, DRIED HERBS

WHOLE SPICES

Allspice, Black cumin seeds, Caraway seeds, Juniper berries, Star anise (crushed)

DRIED HERBS

Basil, Cilantro, Celery flakes, Dill weed, Herbes de Provence, Mint, Oregano, Parsley, Rosemary, Sage, Thyme

OTHER FOODS

Coffee beans, Espresso beans, Lemon peel and Orange peel (dried and minced)



GT
HARD SPICES, HARD CHEESE

WHOLE SPICES

Cardamom pods, Cassia, Cinnamon, Cloves, Nutmeg

OTHER FOODS

Parmesan cheese, Red pepper, Dried piquin and chiltepin chilis

The Magic Is In The Pod

Dedicated pods: No cross contamination.

Long Lasting: Durable ceramic grinders and BPA Free.

Easy to Refill: Less mess with the wide opening design.

Fine to Coarse: Turn the knob to adjust the grind size.



Triangular Tray



Rectangular Tray

Stackable Trays

Newly Designed Trays Coming Soon!



COMING SOON!

As seen on the Food Network,
Atlanta's Chef Jacoby Ponder
has created two flavorful spice blends
for chicken and beef.



AS SEEN IN:



Mashable

Forbes

The New York Times

Eat This, Not That!

POPSUGAR

thrillist

delish

REAL SIMPLE

Esquire

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reddot winner 2022
innovative product



ACCOLADES



reddot winner 2022
kitchen appliances design



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