Amazon Listing Copy for MiiR New Standard Carafe

Partial listing items for MiiR's New Standard Carafe. After conducting competitor research and identifying key differentiators for the product, I wrote the copy for the entire listing. Top-ranking keywords were identified and included throughout the title, bullet points, and product description to optimize for Amazon search. This copy is not currently live.

TITLE

MiiR, New Standard Carafe, 33 oz Stainless Steel, Durable Double-Wall Vacuum Insulated Coffee Carafe for Hot Liquids

ENHANCED LISTING





Design Forward

Adjustable lid & double-wall vacuum insulation keeps coffee hot for hours



Resilient Construction + Beautiful Design

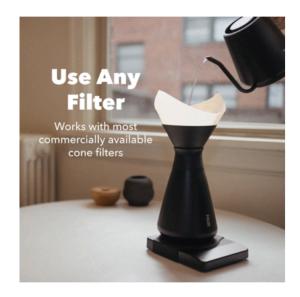
18/8 Stainless Steel
Powdered Hardshell Finish
BPA free



Register your Give Code

See the impact of your purchase

\$2M+ donated
72 projects launched
26 countries impacted









A+ CONTENT

MiiR

New Standard Coffee Carafe

Ditch the glass! The New Standard Coffee Carafe is the shatterproof, stainless steel coffee carafe that's ready for home, a woodsy campsite or the open road.









Thermo 3D

Double-wall vacuum insulation keeps coffee hot



18/8 stainless steel

Enduring material meets beautiful design



Various filter options

Fits most cone coffee filters on the market



BPA free

All MiiR products are 100% BPA free

Every MiiR product sold helps fund transparent giving projects.



Flip

your MiiR product over to scan your Give Code™



Register

your Give Code™ on MiiR.com/give



Follow

along and learn more about MiiR's positive impact on people and our planet



















Coffee Carafe
Add to Cart

360 Traveler
Add to Cart

Add to Cart

Flip Traveler Wide Mouth Bottle

de Mouth Bottle Camp Cup
Add to Cart Add to Cart

Customer Reviews	★★★★☆ 4	★★★☆ 27	★★★★ 400	***** 32	****** 222
Price	\$7995	\$2795	\$ 32 95	\$3995	\$2795
Material	Stainless steel	Stainless steel	Stainless steel	Stainless steel	Stainless steel
Capacity	33 oz.	12/16 oz.	12/16/20 oz.	16/20/32 oz.	8/12/16/20 oz.
Weight	1.8 lbs	0.62/0.73 lbs	0.62/0.71/0.73 lbs	0.79/0.86/1.15 lbs	0.5/0.55/0.7/0.81 lbs
BPA-Free	4	✓	✓	✓	✓
Hot or cold drinks	Hot	Hot/cold	Hot/cold	Hot/cold	Hot/cold

