

# MY MORNING CUP™ Launches the World's Most Innovative On-the-Go Breakfast Solution

MY MORNING CUP™ introduces the 2-in-1 breakfast tumbler that keeps your cereal perfectly crunchy, your milk ice-cold, and your mornings completely stress-free, wherever the day begins.



**Pantin, Seine-Saint-Denis May 28, 2026 ([IssueWire.com](https://www.issuewire.com)) - The Story**

A New Era of Breakfast Convenience

MY MORNING CUP™ a trailblazing consumer brand at the intersection of innovation, convenience, and everyday nutrition, is proud to announce the official launch of its flagship product: the MY MORNING CUP™ Convenient Breakfast Tumbler. Designed for today's fast-paced lifestyles, this game-changing 2-in-1 cup separates milk and cereals until the very moment of eating, ensuring a perfectly crunchy breakfast no matter where the morning takes you.

Now available exclusively at [smaistasor.store](https://smaistasor.store), the MY MORNING CUP™ is already winning over thousands of customers across Europe and beyond — earning a remarkable 4.8 out of 5 stars from over 1,265 verified buyers.

## The Product

Key Features & Innovation

The MY MORNING CUP™ is more than a cup — it is a reinvention of the morning ritual. Its patented dual-compartment design stores cereal and milk in separate chambers, releasing them together only when the consumer is ready to eat. The result: no more soggy cereals, no more skipped breakfasts, and

no more compromise between nutrition and a busy schedule.

- Double Compartment System — Keeps milk and cereals perfectly separated until the last bite.
- Zero-Leak Silicone Seal — Airtight, spill-proof lid guaranteed even during movement.
- Food-Safe Materials — 100% BPA-free, certified food-grade PP plastic and silicone.
- Dishwasher Safe — All components are easily cleaned in a standard dishwasher.
- Ultra-Portable Design — Lightweight and compact, fits effortlessly into any bag.
- Reusable & Eco-Conscious — Built for daily use, promoting sustainability.
- Available in Four Colors — Yellow, Blue, Pink, and Green.
- Not recommended for hot liquids — optimised for cereals and cold or fresh milk.

## Market Context

### Addressing a Real Consumer Need

With increasingly demanding schedules, millions of people routinely skip breakfast — one of the most critical meals of the day. Traditional on-the-go options fail to preserve the texture and quality that make a meal satisfying. MY MORNING CUP™ was engineered specifically to bridge this gap, giving commuters, parents, students, athletes, and professionals a reliable, enjoyable way to fuel their mornings without sacrificing time or taste.

According to internal user data, 98% of MY MORNING CUP™ users report saving meaningful time in the morning, and 98% find the product easy to transport — underscoring its powerful impact on daily routines.

## Customer Voices

### What Customers Are Saying

**Rated 4.8 / 5**  **from 1,265+ verified customers**

*“I ordered the MY MORNING CUP for my family — finally! No more rushing to prepare breakfast. It may be a simple little item, but it makes a real difference. I highly recommend it.”*

— **Adèle S., Verified Customer**

*“Used every day at the office. No more skipping breakfast.”*

— **Julie C., Verified Customer**

*“Perfect for travel. No leaks in my bag. I recommend it!”*

— **Thomas L., Verified Customer**

*“Simple and effective. The design is really well thought out. Well done!”*

— **Lucas B., Verified Customer**

*“I couldn’t stand not having breakfast anymore due to lack of time. With MY MORNING CUP, I rediscover the pleasure of breakfast.”*

— Tina D., Verified Customer

## Pricing & Availability

Where & How to Buy

The MY MORNING CUP™ is available now exclusively at:

### **smaistasor.store**

- Regular Price: €42.60
- **Current Sale Price: €29.82 (up to -30% off site-wide)**
- Delivery Time: 5–10 business days to most destinations
- Returns Policy: 30-day hassle-free refund or exchange
- Customer Service: Available 7 days a week
- Secure Payment: Visa, Mastercard, PayPal, Apple Pay, Klarna, and more

## Brand Promise

The MY MORNING CUP™ Commitment

MY MORNING CUP™ is built on a simple but powerful promise: breakfast at your fingertips. The brand stands for quality, hygiene, and a customer-first philosophy. Every product is crafted with food-safe, BPA-free materials and every order is backed by a satisfaction guarantee. Customers who are not completely happy receive a full refund — no questions asked.

The brand actively connects with its growing community across social media — on Facebook, Instagram (@smaistasor), and TikTok (@smaista) — where real customer experiences, morning inspiration, and product highlights are regularly shared.

## About MY MORNING CUP™

MY MORNING CUP™ is a direct-to-consumer lifestyle brand dedicated to transforming the everyday breakfast experience. Through innovative product design and a commitment to convenience, the brand empowers active individuals to maintain healthy morning habits without slowing down. Founded with a passion for practical living, MY MORNING CUP™ continues to grow a loyal global customer base united by one shared belief: a great morning starts with a great breakfast.

## Media Contact

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Source : MY MORNING CUP

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