



Imagine a Guilt Free K-Cup

by Jim Townley
President, Fresh Cup
Roastery Café Ltd.



“Continuously reinventing your organization doesn’t mean you have to start from scratch with each new innovation. Exploring new opportunities

is an incremental process that begins with sensitivity to changes in the broader environment.” - V. Govindarajan.

As a local coffee micro-roaster for over 15 years, I’ve been hoping for the longest time that people would finally come to their senses about single-serve K-Cups™ and pods. In their quest for convenience, coffee drinkers have been generally receiving stale, low quality coffee. Worse is the hideous effect the plastic K-Cup waste stream has had on our environment. When the K-Cup first came out, Fresh Cup Roastery Café started selling reusable SoloFill™ filters to give our customers an environmentally-friendly option to use with our fresh beans. I watched the K-Cup trend, hoping those customers we had lost to convenience would come back. Well, four-plus years had passed and I soon realized that I underestimated the power of convenience; the single-serve category continued to grow. We needed to either adapt to what many customers wanted, or accept the status quo.

Our roasting team recognized that the worst aspects of traditional K-Cups are the typical lack of coffee freshness and the absence of sustainability. We asked ourselves: “What if we could fill the K-Cups on demand and in a recyclable alternative?” Under no circumstances would we compromise on our customers’ love of fresh coffee or our commitment to sustainability. Our search brought us to a company that supplies 100% recyclable K-Cups, as well as efficient table-top filling machines.

Fresh Cup is now proud to introduce our newest coffee innovation: the guilt-free K-Cup. It’s a single-serve coffee solution that doesn’t require our customers to choose convenience over fresh flavour and protecting our environment. The K-cups are also super fast and easy to rinse and recycle after use.

Starting November 15, we invite all coffee lovers to visit our Saanichton store to choose from your favourite, award-winning organic coffees, freshly roasted and delivered in 100% recyclable K-Cups, compatible with your brew machine, at home or office. 