



## **Addictive Coffee Sees Instant Success with Fully Compostable Steeped® Single-Serve Specialty Coffee Packs**

*Companies including AstraZeneca, Carneros Resort and Spa, Farmshop Marin and MarinHealth Medical Center love Addictive's Single-Serve coffee packs for their high-quality, low-touch and sustainability*

SAN RAFAEL, Calif. – Addictive Coffee Roasters, a high-end specialty coffee brand from Marin County dedicated to fueling healthy obsessions, today announced success with its recently launched single-serve Steeped Packs. Delivering a perfect French Press-style cup of coffee without the mess, these innovative packs capture the quality of Addictive's best-selling blends Morning Fix, Rush and Steady Decaf in compostable packaging. World-class companies and luxury hotels are already on board with the taste and sustainability, offering Addictive single-serve packs to employees and guests, including at AstraZeneca, Carneros Resort and Spa, Farmshop Marin and more.

"During these trying times when the need for single servings and minimized touch points is a necessity, Addictive Coffee Roasters covers all the bases. Quick, easy and with a delicious taste, Addictive helps fuel employees to push science forward," Joshua Bradley, Operations Manager, Eurest Services at AstraZeneca.

### **Simple. Fast. Delicious and Fully Compostable.**

Addictive single-serve, low-touch coffee packs deliver a delicious cup of freshly ground, specialty coffee in 5 minutes. Just add hot water without the need for machines or special equipment. Nitro-sealed for freshness, the Addictive single-serve packs are fully compostable, extending its commitment to sustainability. Partnering with company Corp Certified, [Steeped](#) Coffee®, Addictive is offering its best-selling blends using Steeped's proprietary brewing method to deliver Addictive's freshly ground, specialty coffee in commercially compostable packs and bags that are brewed similar to tea. Simply immerse the coffee bag in hot water for the perfect cup anywhere, anytime –no plastic pods, no waste.

"Our guests are looking for unique, local experiences in everything from our rooms and spa, to dining and coffee," says Edward Costa, Managing Director at Carneros Resort and Spa. "The quality and ease of Addictive single-serve Steeped Packs delivers on our commitment to provide exceptional experiences, while also giving us an opportunity to support a local business and think sustainably."

### **Fueling Healthy Obsessions**

Mike Ralls started Addictive Coffee Roasters out of a garage in Marin County, launching at the end of 2018 with a mission to help people find what they love to do and powering them to do it with the highest quality, sustainably grown and ethically sourced coffees. Addictive sources and roasts 100% arabica specialty coffees typically grown in very high elevations in countries including Colombia, Ethiopia, Guatemala, Peru, Rwanda and Sumatra. Addictive then offers its unique blends and single-

origin beans in whole bean, ground and fine ground options, available in 12 oz to 5 lb bags, Steeped single-serve compostable packs and nitro fueled cold brew cans. For the Addictive nitro fueled cold brew, Mike starts with grower certified specialty coffees from Colombia and Guatemala and then uses UV light filtered water from the reservoirs of Marin and a proprietary Kyoto brewing method charged with nitrogen to capture the high notes and maximum flavor from the coffee.

With name blends names like [Morning Fix, Rush, Anonymous and Lighten Up](#), the Addictive brand has been an instant success with coffee lovers and the San Francisco Bay Area tech scene. By March 2019, Addictive had won LinkedIn guest roaster of the quarter as its first enterprise customer. A year later, prior to the COVID-19 pandemic, Addictive whole bean and nitro cold brew had been selected at nearly 50 employers, retailers and restaurant locations across the Bay Area, including Facebook, Fitbit, LinkedIn, Mozilla/Firefox, Netflix, Oracle, Pinterest, Survey Monkey and Twitter; Andy's Markets, Lagunitas, Pond Farm Brewery, and Scotty's Market.

"The Addictive brand resonated quickly across the Bay Area, and we were fortunate to have been selected by some of the most prestigious tech companies in the world to include Addictive coffee in their micro kitchens for their employees to enjoy," said Mike Ralls, CEO and founder of Addictive Coffee Roasters. "Then COVID-19 hit earlier this year, and people started working from home. We had to quickly pivot and focus on reaching more people with our online offerings, at local retailers, as well as figure out how to safely provide our coffee to employees as they returned to work. We were able to package our nitro fueled cold brew into single-serve cans, and our roasted coffee into convenient and compostable Addictive single-serve packs, while capturing the quality and freshness of our specialty coffee."

If you are a company, hotel group or retailer interested in finding out more, please contact Addictive Coffee Roasters at [hello@addictive.com](mailto:hello@addictive.com) or call (800) 839-8995.

### **About Addictive Coffee Roasters**

Founded in 2018, [Addictive Coffee](#) is a specialty coffee brand from Marin County, Calif. dedicated to fueling healthy obsessions. Addictive is focused on quality and all things pure and positive, helping people find what they love to do and powering them to do it with the highest quality, sustainably grown and ethically sourced coffees. Addictive sources and roasts 100% arabica specialty coffees grown in very high elevations in countries including Colombia, Ethiopia, Guatemala, Peru, Rwanda and Sumatra. Addictive offers its unique blends and single-origin beans in whole bean, ground and fine ground options, Steeped single-serve compostable packs and nitro fueled cold brew cans. Whether surfing, traveling, cooking, creating, giving back or geeking out, Addictive's mission is to help power all things addictively pure, positive, and really damn good.

Join us on [Instagram](#), we want to hear from you! Share your Addictive experience with us [here](#).

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