

1 • LANDING-PAGE HERO

Small batches. Better mornings.

We roast a few kilos at a time and ship soon after roasting, so the bag you open tastes the way we meant it to.

Shop this week's roasts

2 • About

Cobaltbriar started with one small roaster, a notebook and more than a few burnt batches. We still keep the notebook. Every roast gets a line in it: the beans, the time, the temperature and how the cup tasted the next morning. That habit is the whole idea behind the company. We would rather roast less and get it right than roast a lot and hope. Each bag carries its roast date on the label, so you always know how fresh your coffee is.

3 • Product descriptions

Daybreak Blend

MEDIUM ROAST

Daybreak is the coffee we reach for first thing, before the day has a chance to get complicated. It is a medium roast with notes of milk chocolate, toasted almond and a little brown sugar. It is smooth enough to drink black and sturdy enough to stand up to milk. Brew it in a drip machine, a French press or a pour-over. It forgives a rushed morning and rewards a slow one.

Blue Hour Espresso

MEDIUM-DARK ROAST

Named for the quiet light just after sunset, Blue Hour is our espresso roast. We take it a little darker to draw out cocoa, dark cherry and a molasses sweetness that lingers after each sip. Pulled as a straight shot, it is rich and round without turning bitter. In a latte or flat white, it keeps its flavor instead of disappearing into the milk. A moka pot works well too, if that is how you brew.

Briar Patch Decaf

MEDIUM ROAST

Decaf should not feel like a compromise, so we treat Briar Patch with the same care as everything else we roast. The beans are decaffeinated with a water-based process, then roasted to a gentle medium. In the cup you will find caramel, roasted hazelnut and a soft, clean finish. It is the coffee for a second cup after dinner, a late shift or any time you want the ritual without staying up half the night.

4 • Email

SUBJECT-LINE OPTIONS

1. Fresh off the roaster: Blue Hour is back
2. Your coffee shelf is looking a little empty
3. Roasted this week, at your door in days

PROMO EMAIL

Subject: Fresh off the roaster: Blue Hour is back

Hi there,

Blue Hour Espresso is back on the roaster this week. If you have been waiting, this is your reminder to grab a bag before this batch is gone.

It is our darkest roast, with notes of cocoa, dark cherry and molasses. It pulls a rich, round shot and holds its own in a latte. Want it ground? Pick your brewer at checkout.

To celebrate, take 10% off any bag of Blue Hour through Sunday with the code BLUEHOUR10 at checkout. Every order ships with the roast date printed on the label, so you will know exactly how fresh it is.

Thanks for brewing with us. We hope it makes your mornings a little better.

Warmly,

The Cobaltbriar Roastery

[Shop Blue Hour](#)

5 • Social captions

- 1 Roast date on every bag, written right on the label. If you can't tell when your coffee was roasted, you can't tell how fresh it is. Ours you can. #smallbatchcoffee
- 2 Monday plan: Daybreak Blend, a big mug and exactly zero meetings before 10. We can help with the first two.
- 3 Decaf for the people who love the ritual more than the buzz. Briar Patch Decaf: caramel, hazelnut and a full night's sleep.