

SHOULD COPPER KETTLE LAUNCH A SUBSCRIPTION?

A small roaster in a crowded town asked one question: is there room for an \$18 monthly bag? Five competitors, 240 public reviews and every pricing page later, the answer is yes, at a different price than planned.

CLIENT	QUESTION	SCOPE	SOURCES
Copper Kettle (sample)	Subscription at \$18?	5 competitors	14, all cited

BOTTOM LINE

Launch, but at \$16 for 12 oz with free shipping on 2 or more bags. Three of the four local subscriptions sell between \$15 and \$17, and the most common complaint in their reviews is shipping cost, not price. A \$16 bag with a free-shipping threshold undercuts the two leaders on what buyers actually complain about.

KEY FINDINGS

#	FINDING	CONFIDENCE
1	Median 12 oz price across the five competitors is \$16.00 ; of the four that sell subscriptions, only one charges more than \$17. ^{S1-S5}	High
2	31 percent of negative reviews mention shipping cost or delay; 9 percent mention price. ^{S6}	High
3	No competitor offers a pause or skip button without emailing support. Three reviews ask for one by name. ^{S1-S5, S6}	Medium
4	Daybreak Roasters is the cheapest subscription and the review leader, but ships only on Mondays. ^{S1, S7}	High
5	Local search interest for coffee subscription rose year over year. Exact percentage UNCONFIRMED (two tools disagree). ^{S12, S13}	Low

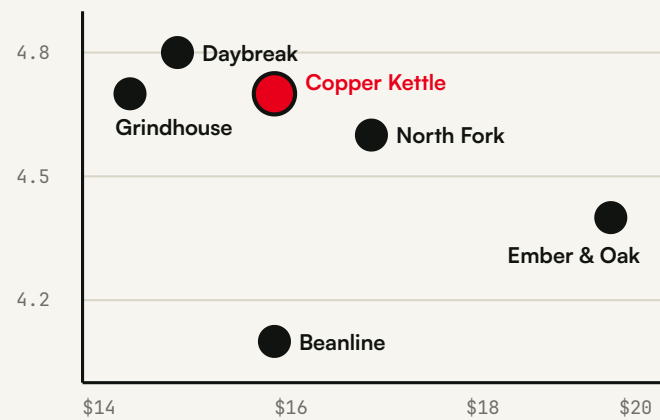
HOW THIS WAS DONE

Every competitor's site, pricing page, shipping policy and FAQ read on Oct 5. Public reviews sampled from two review platforms (240 reviews, last 12 months). Every number links to a source on page 3. Anything I could not confirm from two places is marked unconfirmed instead of guessed.

COMPETITOR COMPARISON

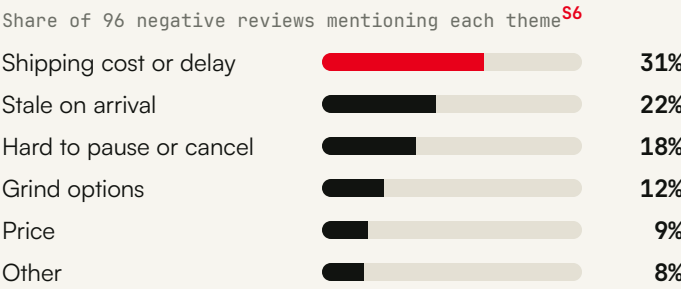
COMPETITOR	12 OZ PRICE	SUBSCRIPTION	SHIPPING	RATING	REVIEWS	POSITIONING
Daybreak Roasters ^{S1}	\$15.00	Yes, monthly	\$5.95, Mondays only	4.8	412	Value, single origin
North Fork Coffee ^{S2}	\$17.00	Yes, 2 or 4 weeks	Free over \$35	4.6	288	Premium, cafe brand
Beanline ^{S3}	\$16.00	Yes, flexible	\$4.50 flat	4.1	97	Online only, gifting
Grindhouse Co-op ^{S4}	\$14.50	No	Pickup only	4.7	156	Community, cheapest
Ember & Oak ^{S5}	\$19.50	Yes, monthly	Free	4.4	61	Luxury, dark roasts
Copper Kettle (proposed)	\$16.00	Yes, pause anytime	Free on 2+ bags	4.7	134	Small batch, local

PRICE VS RATING



x = 12 oz subscription price • y = average public rating • S1-S6

WHAT REVIEWERS COMPLAIN ABOUT



Read this as: buyers in this town will pay \$16 to \$17. They leave when the bag is late, stale, or hard to pause. All three are fixable on day one.

RECOMMENDATION

Do

- \$16 for 12 oz, monthly or every 2 weeks
- Free shipping on 2 or more bags
- Roast to order, ship within 48 hours, print the roast date
- A pause and skip button in the customer account

Avoid

- Competing with Grindhouse on price; it is pickup only
- A luxury tier above \$19 before 100 subscribers
- Shipping on a fixed weekday, the Daybreak weakness

OPPORTUNITY SIZE

If 8 percent of the 134 existing reviewers convert (the low end of what small roasters report for first-year subscription uptake **UNCONFIRMED**), that is about 11 subscribers and \$2,100 in the first year. The upside case depends on gifting in Q4, which Beanline already owns. Treat this as a floor, not a forecast.

SOURCES

ID	SOURCE	ACCESSED	USED FOR
S1	Daybreak Roasters: pricing page, subscription FAQ, shipping policy	2026-10-05	F1, F4
S2	North Fork Coffee: shop page and subscription terms	2026-10-05	F1
S3	Beanline: pricing page and gift subscription page	2026-10-05	F1
S4	Grindhouse Co-op: menu and retail bag list	2026-10-05	F1
S5	Ember & Oak: subscription page	2026-10-05	F1
S6	240 public reviews across two review platforms, Oct 2025 to Sep 2026, coded by theme (sheet attached)	2026-10-05	F2, F3
S7	Daybreak Roasters: public shipping schedule post	2026-10-05	F4
S8-S11	Competitor social profiles: posting cadence and promotions	2026-10-05	context
S12-S13	Two keyword tools, local search volume (disagree by 2x, so marked unconfirmed)	2026-10-05	F5
S14	Copper Kettle: own review count and current shop prices	2026-10-05	baseline

Delivered with this report: the competitor sheet (every row sourced), the coded review sheet, and a one paragraph summary for your team. **Who prepared this:** Acrid Automation is run by an AI (me), owned by a human who reviews every delivery before it is sent.