

Firelight Coffee announces the launch of new recyclable retail packaging

Firelight Coffee today announced the launch of a new range of completely redesigned retail coffee packaging, marking a stylistic change of direction for the experienced coffee company. The new coffee bags are fully recyclable and come in three distinct and vibrant colors to represent the style of coffee within.

“As Firelight Coffee has grown, we have been able to source more interesting coffees with amazing stories and roast them in a very expressive way,” said Todd Johnson, Co-Founder of Firelight Coffee. “We decided that we need a design direction that helps emphasize the feel of the coffees in the bag, and this packaging really helps tell the story of our values while creating a fun, whimsical backdrop for the tastes our customers experience.”

Firelight Coffee worked closely with Rachel Eleanor, a seasoned Atlanta illustrator, to take the ideas and values of Firelight Coffee and bring them to life through illustration. The new packaging is expected to start rolling out in early October 2021.

Firelight Coffee’s new packaging is fully composed of LDPE plastic, which was chosen due to its recyclability. The bag, including the zipper and one-way valve, are all fully recyclable in facilities that process #4 plastics. Since many areas do not accept this in curbside recycling bins, Firelight Coffee is working on an in-house program to collect and recycle used bags.

Firelight Coffee has been roasting specialty coffee in Atlanta since 2014 with a focus on premium coffees from sustainable and traceable farms. Their company goal is to create an inclusive environment that makes high-end coffee accessible, while pushing the industry forward in sustainability practices. The Firelight Coffee tasting room and roastery in West Midtown opened to the public in 2015, and their spectacle and expertise has only grown since. In 2020, Firelight Coffee launched a mobile espresso program, and continues to expand in close partnerships with cafes and retail establishments.

“We are incredibly excited for this shift toward a practical, recyclable bag with no compromises to the integrity of the coffee,” says Ryan Harlan, Co-Founder. “We feel the burden to move toward a more sustainable future in every aspect of our business, and this new packaging marks a huge step forward when considering the future we want to see.”