

THE GUIDE TO STARTING YOUR OWN COFFEE BRAND (IN 2 WEEKS)



specialty
java

The 2025 Fast Track Guide to Starting Your Own Coffee Brand

Introduction

If you've dreamed of launching your own coffee brand but didn't know where to start, you're not alone. The good news? It's easier, faster, and more profitable than ever to start a coffee brand that reflects your identity and resonates with your audience.

We've helped coffee shops, retailers, influencers, health advocates, nutrition coaches, and entrepreneurs create thriving private label coffee brands with our specialty coffees. This guide walks you through how to do it—in just 14 days.

Why Private Label Coffee?

- No Start-Up Cost: No need for expensive equipment or roasting knowledge.
- Premium Product, Your Brand: We roast, pack, and ship high-quality, clean coffee under your name.
- Quick Turnaround: Go from idea to launch in just 2 weeks.
- Health-Conscious Differentiation: Many USDA Certified Organic coffee options to resonate with wellness-focused audiences.

What Makes Specialty Java Different?

- USDA Organic, Fair Trade & Kosher Certified
- Roasted fresh in small batches in the USA
- Options for both in-stock and fully custom-printed packaging
- Very low MOQ with house label; low MOQ for fully custom programs
- Fast production turnaround and free labeling

Your 2-Week Launch Plan

Day 1-4: Share Your Brand Identity

- Upload your label files

- Choose your packaging
- Select your coffees, such as our popular blends, or single origins
- Decide bag type: Stock bags or supply custom (pre-printed edge-to-edge)

Day 5-7: Label Review & Registration

- Finalize FDA-compliant front/back labels
- Finalize USDA Organic-compliant front/back labels if selected

Day 8-14: Place Your First Order

- We roast & package your order then ship within hours

Profit Potential

- Avg retail price per bag: \$16-\$22
- Avg finished goods cost: \$7-\$10
- Margin potential: 100%+
- Bonus: We provide free Amazon compliant labeling and shipping preparation compliance for FBA fulfillment

What Brand Owners Are Saying

""Specialty Java has helped me build my brand for 5 years running. The customer service is second to none, and the entire design process was seamless. I would recommend this team to everyone!"

President | Private Label Specialty Coffee Distributor | New Jersey

Ready to Launch?

Visit https://www.specialtyjava.com/private_labeling.htm

Visit <https://www.specialtyjava.com/wholesale-programs.html>.

Pricing: <https://www.specialtyjava.com/wholesale-inquiry.html>

Call: 1.888.586.5282 x102