



Counter Culture is

a relentless pursuit of coffee perfection through a dedication to real environmental, social, and fiscal sustainability and a commitment to creating cutting-edge coffee people.



Big Trouble

CARAMEL | NUTTY | ROUND

Big Trouble offers the nutty, caramel, and chocolate flavors that many people know and love. While attaining such an approachable profile might seem like an easy task, Big Trouble is one of the most challenging year-round products for us to source due to the quality and seasonality of coffees with these characteristics.



Forty-Six

DARK CHOCOLATE | SMOKY | FULL-BODIED

For Forty Six, we celebrate dark roasts by selecting some of our best certified organic coffees and roasting them to create a profile that is sweet, clean, smoky, and nuanced. This coffee was originally recipe #46; hence the name.



Hologram

FRUITY | MILK CHOCOLATE | SYRUPY

Showcasing some of our finest coffees with notes of ripe fruit and chocolate, Hologram is our most multidimensional year-round offering. We put tremendous work into sourcing these coffees and combine them to create something distinctly complex.



Apollo

CITRUS | FLORAL | SILKY

Ethiopia is the birthplace of the coffee tree and is home to many of the most interesting coffees in the world. Inspired by their floral and citrusy notes, we use 100% Ethiopian coffee in Apollo, for a coffee that tastes silky, sweet, and bright.



Slow Motion

MOLASSES | COCOA | SMOOTH

We pay extra attention to decaf because we know people appreciate it for the flavor, not the kick. For Slow Motion, we start by selecting the same high-quality coffees that appear in our other offerings and gently decaffeinate them in small batches using organic processing.



Fast Forward

NUTTY | SWEET | LIGHT

In Fast Forward, we offer similar coffees from different harvest periods, making it easy to enjoy fresh coffees throughout the entire year. While the coffees in Fast Forward change frequently, there is always a consistent balance of nutty and sweet flavors with a light body.

DECAF