



About the brand

Steeped Coffee

Steeped Coffee is an environment-first, single-serve craft coffee that gives a barista-quality cup without the waste. Steeped Coffee has sold over 8,000 units during their first year since launching simultaneously on Amazon and Amazon Launchpad.*



Behind the brand

Steeped Coffee set out with one goal: *coffee simplified*. While staying true to the craft coffee connoisseur, Steeped Coffee pioneered the first and only single-serve brewing method that is completely compostable. They spent nearly a decade perfecting 'a simple cup' of quality, sustainable coffee and are now a Certified B Corp, Fair Trade Certified, a Carbonfree Partner, and have an Organic Certified facility. Steeped Coffee also won 2021 KeHE Best of Show overall and the SCA Best New Product Award in Packaging.

[Learn more about Steeped Coffee](#)

More about Steeped Coffee's experience

What appealed to you about Amazon Launchpad?

"Steeped Coffee created a new product that didn't exist, which has increased the importance of customer education. Amazon Launchpad gives the spotlight and storytelling tools like 'Premium A+ Content' to brands like us that are creating innovative products. Utilizing these powerful resources, we can make a greater impact and have the chance to put this product in front of more coffee lovers."

How has Amazon Launchpad helped your brand?

"We've been on Amazon Launchpad since our first day selling on Amazon. The momentum we've created leveraging benefits unique to the program have made it easier for Steeped Coffee to reach and empower people. Storytelling tools like 'Premium A+ Content' with video integration and weekly deal fee waivers are critical for our brand and allow us to be more creative with our promotional and marketing strategy. Additionally, merchandising features through Holiday Gift Guides and other event placements have given us exposure that we couldn't have attained through other traffic-driving efforts in Amazon's store."

How will Amazon Launchpad help your brand grow in the future?

"We're looking forward to pouring more resources into Amazon Launchpad in order to grow our business—and our amazing partners' businesses—and to continue fueling the areas where we're already finding success."

[Learn more about Amazon Launchpad](#)



"Launching through Amazon Launchpad has given us a whole new audience and exposure to reach people we wouldn't have been able to reach otherwise."

– Josh Wilbur, CEO and Founder

*Steeped Coffee launched simultaneously on Amazon and Amazon Launchpad in March 2020. Growth is unique to this brand.