[Look straight into the lens] Most coffee in a supermarket was roasted **months** before you open the bag. ‖ Ours was roasted on Tuesday.

I'm Nadia, and three years ago I started roasting in a shipping container on Harbour Lane with a second-hand five-kilo roaster and a lot of stubbornness. *[cut to roaster B-roll]*

We buy green beans from four farms we know by name, we roast in small batches twice a week, and we post every bag within two days of roasting.

That's it. No warehouse, no shelf life measured in seasons, just coffee at its best.

Starting today, you can have it delivered. *[show the box on the table]* Choose a bag every two weeks or every month, pick whole bean or ground for your brewer, and change or pause it whenever you like.

Every box comes with a card telling you which farm it came from, when it was roasted, and how we like to brew it.

Your first bag is half price, and postage is always free.

Go to harbourlaneroasters dot example, choose your coffee, and your first bag leaves the roastery on Tuesday.

Fresh coffee, from us to your door. *[smile — hold for three seconds]*