Harbour Lane Roasters — subscription launch

179 words · about 1:17 at 150 words a minute · 4 cues in blue · ‖ = pause

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HOOK 0:00 · 0:08

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

WHO WE ARE 0:08 · 0:29

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.

THE SUBSCRIPTION 0:37 · 0:28

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.

CALL TO ACTION 1:05 · 0:12

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]*