

Armadillo Coffee Roasters Launches Austin's Premium Coffee Subscription

Austin's Small-Batch Specialty Roastery Launches a Subscription Experience Built Around Freshness, Transparency, and Coffee That Actually Has a Roast Date on the Bag

Austin, Texas Sep 10, 2026 ([IssueWire.com](https://www.issuewire.com)) - Armadillo Coffee Roasters, the women-owned, family-run specialty coffee roastery operating out of Wells Branch, Austin, Texas, has officially launched its full online coffee subscription program, offering home brewers and enthusiasts across Texas a direct path to freshly roasted, specialty-grade beans delivered on their terms.

The program is designed to address a gap that most coffee drinkers experience without ever naming it: the coffee sitting in their kitchen was probably roasted months before they bought it.

The Problem with Pre-Packaged Coffee, and the Fix

Most pre-packaged coffee on grocery shelves carries a best-by date, sometimes set up to twelve months from the actual roast date. By the time a bag reaches a cart, the origin character that made those beans worth sourcing has often faded significantly. After three months post-roast, the flavor attributes tied to origin begin to degrade. By six months, most coffees start tasting similar to one another regardless of where they were grown.

Armadillo's subscription model inverts that timeline. Every order is roasted by Andy in small batches of 20 to 30 pounds, sealed with the roast date printed directly on the label, and shipped within the week. Subscribers know exactly when their coffee was made, what the expected peak window is, and how to brew it at the right time.

"The roast date is on every bag because you deserve to know what you're working with," said Mary, co-owner of Armadillo Coffee Roasters. "We're not hiding behind a best-by label. If the coffee was roasted last Tuesday, that's what it says."

What the Subscription Offers

The program gives subscribers access to Armadillo's full specialty-grade lineup on a recurring schedule, with a ten percent discount applied to all subscribe-and-save orders.

Available options include:

- **Texas Twilight Dark Roast**, the roastery's top seller, sourced from Central and South American lots, bold and smooth, best within the first seven to ten days of roasting
- **Black Gold Espresso Blend**, a medium roast developed for milk-based drinks including lattes, cappuccinos, and cortados, sourced from women producers in Huila, Colombia
- **Little Q Guatemala Women Produced**, the most popular drip coffee in the lineup, produced by a women's cooperative in Guatemala, is also available as espresso-ready
- **Agave Sunrise**, a light roast with notes of chocolate, guava, red fruits, and tangerine, best brewed at three to four weeks post-roast in a pour-over or drip setup
- **Traveling Armadillo Monthly Subscription**, a rotating selection curated by the roastery each month, is built for customers who want discovery without making decisions

For customers who want to [buy fresh coffee beans online](#) before committing to a recurring order, the Roaster's Choice Sample and Adventure Sample Pack both offer smaller quantities across multiple roast levels and single origins.

Fresh Coffee Delivered Across Texas

The subscription is available to customers throughout Texas, with free shipping on all orders over forty dollars. Austin-area customers have the added option of local delivery and in-person pickup at the Wells Branch roastery.

The launch reflects what Mary and Andy Bozzelli have been building since the roastery opened: a coffee program that doesn't require customers to take freshness on faith. For anyone who wants to buy coffee beans online in Texas and actually know when they were roasted, the roast date on every bag makes that straightforward.

"People ask us what makes our coffee different," said Andy, roaster and co-owner. "The honest answer is we roast for your order, we put the date on the bag, and we don't ship anything we haven't tasted first. That's the whole model."

Subscribers can set their own cadence, pause at any time, and adjust their roast selection through the customer portal.

About Armadillo Coffee Roasters

Armadillo Coffee Roasters is a women-owned, family-run specialty coffee roastery based in Wells Branch, Austin, Texas. Founded by Andy and Mary Bozzelli, the roastery sources 85-or-above SCA-grade beans from traceable origins, roasts in small batches of 20 to 30 pounds, and prints the roast date on every bag. Armadillo serves home brewers across Texas and wholesale café and restaurant partners throughout the Austin area. Local delivery runs on Tuesdays and Wednesdays. More information is available at armadilloroasters.com.

Media Contact:

Mary & Andy Co-Owner, Armadillo Coffee Roasters
2711 Daisy Dr, Austin, TX 78728
Email - andrew@armadilloroasters.com
Phone: 724-494-6967

Media Contact

Armadillo Coffee Roasters

*****@armadilloroasters.com

+1 724-494-6967

2711 Daisy Dr, Austin, TX 78727, United States

<https://armadilloroasters.com/>

Source : Armadillo Coffee Roasters

[See on IssueWire](#)