

PRESS RELEASE

A refill-first coffee subscription.

Fictional press-kit example. Company, product and contact details are invented.

Morrow today announces a coffee subscription built around a reusable kitchen tin and paper refill packs. The subscription includes two roast profiles and a monthly delivery option.

The first delivery pairs a 250 g refill with a labeled storage tin. Later deliveries contain the refill only. The pack label states the roast date, origin and brewing guidance.

"We wanted the everyday container to stay in the kitchen," says founder Ellis Reed. "The refill carries the information people need to make their next cup."

Availability, pricing and environmental performance are not established. Images are original illustrations, not product photographs. Press contact: press@example.com. See [credits.txt](#) for captions, credits and permitted use.

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Original vector logo

images/refill-concept.svg

Original product illustration