

Siip Coffee Press Factsheet

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Siip helps coffee drinkers understand their own taste. The free app scans any specialty coffee bag and shows how well it matches you. The US subscription sends coffees matched to an evolving taste profile, from roasters with long-standing relationships with farmers.

Key facts

Company	Siip Coffee (Siip Inc)
Founded	2024
Founder & CEO	Nick Spilger
Headquarters	United States
Website	siip.coffee
Product	Free coffee discovery app + personalized subscription
App platforms	iOS and Android, available worldwide
App rating	4.8 stars on the App Store
App users	10,000+
Subscription availability	United States
Subscription format	2 to 5 bags per month, free shipping, skip, pause or cancel anytime
Founding roaster partners	29
Official partnerships	Cup of Excellence, Enveritas
Press contact	hello@siip.coffee

What Siip's data shows

Siip users most often say they prefer chocolate and nutty flavors in an onboarding survey. Across tens of thousands of ratings, those two flavors are consistently outperformed by less familiar flavor categories like floral and berries. Roast tells a similar story: six in ten users say they prefer medium roast, yet they rate lighter roasts higher.

How it works

Scan any bag. Point the camera at a specialty coffee bag, anywhere in the world, and see the farm, producer, variety, processing method, flavor profile and a personal match score.

Rate any coffee, anywhere. One question after each coffee: "How was this coffee?" Coffees from a café, a grocery shelf or the subscription all count. Every rating sharpens a personal Taste Profile, across origin, variety, processing method, roast level and flavor profile, and the coffees the subscription picks next.

Get coffees matched to you. The subscription learns from ratings, so each shipment fits a subscriber's taste while inviting them to discover something new. Siip might send two coffees from the same country with different processing methods, so a subscriber can taste how processing shapes flavor.

Full roaster catalogs. Siip picks from each roaster's full catalog, so limited releases and rare single origins go to the subscribers whose taste they match.

Pricing

Tier	First two months	Standard	What's in it
Classic	\$14.40/bag	\$18/bag	Everyday coffees
Craft	\$19.20/bag	\$24/bag	Excellent coffees
Reserve	\$24/bag	\$30/bag	Exceptional coffees

All tiers: 2 to 5 bags per month (8 to 12oz depending on roaster), free shipping, skip, pause or cancel anytime from the app. New subscribers get 20% off their first two months.

Founding roaster partners (29)

Selected for quality and for long-standing relationships with the farmers who grow their coffee. All 29 are US-based. Locations as published on siip.coffee/roaster-partners.

	Roaster	Location
1	George Howell Coffee	Acton, MA
2	Onyx Coffee Lab	Rogers, AR
3	Equator Coffees	San Rafael, CA
4	Linea Caffè	San Francisco, CA
5	Joe Coffee	New York, NY
6	Cat & Cloud Coffee	Santa Cruz, CA
7	Driftaway Coffee	Brooklyn, NY
8	Panther Coffee	Miami, FL
9	Sweet Bloom Coffee	Lakewood, CO
10	PT's Coffee Roasting Co.	Topeka, KS
11	Ruby Coffee Roasters	Nelsonville, WI
12	Idle Hands Coffee	Salt Lake City, UT
13	Bird Rock Coffee Roasters	San Diego, CA
14	Metric Coffee	Chicago, IL
15	Andytown Coffee Roasters	San Francisco, CA
16	Deeper Roots Coffee	Cincinnati, OH
17	Stamp Act Coffee	Seattle, WA
18	Torch Coffee	Clay Center, KS
19	goodboybob Coffee	Santa Monica, CA
20	Torque Coffee	San Diego, CA
21	Afternoon Roasting	Gainesville, FL
22	Presta Coffee Roasters	Tucson, AZ

	Roaster	Location
23	Little Amps Coffee Roasters	Harrisburg, PA
24	Unincorporated Coffee Roasters	Altadena, CA
25	Roadmap CoffeeWorks	Lexington, VA
26	Mindwater Coffee	San Diego, CA
27	Lazzo Coffee	Houston, TX
28	The Boy & The Bear	Los Angeles, CA
29	Mirror Coffee Roasters	Bellingham, WA

Partnerships

Cup of Excellence. Siip is an official partner of the Alliance for Coffee Excellence, the nonprofit behind Cup of Excellence, the world's most respected coffee competition. In the app, the partnership shows up through highlights of ACE member roasters, richer producer and coffee information, and recognition of "Legends of Excellence" producers.

Enveritas. Siip has partnered with Enveritas, a non-profit sustainability organization whose teams visit more than 100,000 coffee farms a year across 31+ countries. A portion of every Siip purchase supports Enveritas farmer development projects.

Market context

Specialty coffee overtook traditional coffee in American daily consumption in 2026: 47% of US adults had specialty coffee in the past day, against 42% for traditional. Source: 2026 National Coffee Data Trends Specialty Coffee Report, National Coffee Association with the Specialty Coffee Association.

Founder

Nick Spilger, Founder & CEO. His career in coffee began more than 20 years ago through relationships with coffee-farming families in Costa Rica and has since spanned direct-trade sourcing, farm-level sustainability and coffee technology. He founded Beanstock, a technology platform connecting coffee producers and buyers through market data and supply-chain transparency, before becoming the founding Head of Product at Enveritas, where he helped build technology used to assess sustainability across millions of coffee and cocoa farms globally. With Siip, Nick is focused on helping people better understand their taste, discover coffees they love, and build a stronger connection to the people and places behind their daily cup.

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- Android: play.google.com/store/apps/details?id=coffee.siip.android

For editors

Three months of complimentary subscription access for editorial review, with no obligation to write about Siip and no approval over coverage. Founder interviews, product demos, subscriber introductions and the underlying customer research are also available.

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