

Price Sensitivity Auditor

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BOTTOM LINE

Fernwood Coffee Roasters' proposed price of \$20 CAD for a 454g bag of specialty coffee strategically positions the product as a compelling value option within the Canadian market. This price point undercuts the brand's typical retail prices of \$22.00-\$25.99 CAD, making it more accessible to consumers, while still being considerably higher than commodity options. Given the industry's significant price increases due to global supply chain pressures and fluctuating consumer perceptions of value, this pricing strikes a balance between quality and affordability, potentially attracting new customers and reinforcing loyalty.

MARKET POSITION

Competitive Value

\$20 CAD vs. Fernwood's typical \$22-26 CAD retail

INDUSTRY PRICE TREND

Increasing

Specialty coffee up 14.0% YoY (Q2 2024-2025)

CONSUMER SENTIMENT

Value-Seeking, Quality-Aware

Mixed views on price but strong justification for quality

WHAT MATTERS

- The proposed \$20 CAD price for a 454g bag creates a competitive direct-to-consumer value proposition relative to Fernwood's established retail pricing.
- The specialty coffee market is experiencing consistent price escalation due to factors like sourcing ethics, production costs, and environmental challenges, justifying premium pricing.
- Buyer sentiment is nuanced; while some find specialty coffee expensive, many consumers are willing to pay a premium when quality, ethical sourcing, and freshness are clearly articulated.

RECOMMENDED ACTIONS

- Market the \$20 CAD price point explicitly as a value-driven offering for direct purchases or subscriptions, highlighting the cost savings compared to other retail channels.
- Develop clear messaging that educates consumers on the inherent value of specialty coffee, emphasizing quality, ethical sourcing, and the labor involved, to reinforce price justification.
- Monitor domestic and international specialty coffee pricing trends to adapt strategies, ensuring Fernwood's pricing remains competitive and aligned with market expectations for value and quality.

UNVERIFIED

PRICE POINTS

MODEL

retail

PRICE

\$22.00 CAD

COMPETITOR

Fernwood Coffee Roasters (Official Website)

fernwoodcoffee.com

MODEL

retail

PRICE

\$25.99 CAD

COMPETITOR

Gdaoust.com (selling Fernwood Blend)

gdaoust.com

MODEL

retail

PRICE

\$23.98 CAD

COMPETITOR

Lifestyle Markets (selling Fernwood Coffee)

lifestylemarkets.com

MODEL

subscription (per bag)

PRICE

\$15.75 USD

COMPETITOR

Trade Coffee (US)

mysubscriptionaddiction.com

MODEL

subscription (per bag)

PRICE

\$11.00 USD plus shipping

COMPETITOR

Atlas Coffee Club (US)

mysubscriptionaddiction.com

MODEL

subscription (per bag)

PRICE

\$17.95 USD plus \$5 shipping

COMPETITOR

MistoBox (US)

mysubscriptionaddiction.com

MODEL

subscription (per bag)

PRICE

\$18.00+ USD

COMPETITOR

Coffee Bros. (US)

coffeebros.com

MODEL

subscription (12oz bags, discounted)

PRICE

\$19.20-\$28.80 USD

COMPETITOR

Spirit Origin Coffee (US)

spiritorigincoffee.com

MODEL

subscription (monthly)

PRICE

£12.95

COMPETITOR

Origin Coffee (UK)

origincoffee.co.uk

MODEL

subscription (per kg)

PRICE

£8.50 per kg

COMPETITOR

GUSTATORY (UK/Europe)

gustatory.co

POSITIONING READ

Fernwood Coffee Roasters' proposed price of \$20 CAD for a 454g bag positions it below its current direct retail prices, which typically range from \$22.00 CAD on its own website to \$25.99 CAD at other retailers. This price point sits above Fernwood's occasional grocery store sale prices (\$12.97-\$14 CAD), indicating a strategic move to offer a competitive value proposition that is accessible while maintaining its premium identity. In the broader specialty coffee market, where average roasted specialty coffees reached \$32.75 USD per pound (~\$45 CAD) in March 2026, the \$20 CAD price is positioned as a highly attractive, lower-tier specialty option, especially within the Canadian market.

SENTIMENT SIGNALS

WHERE

Reddit, forums

SIGNAL

Specialty coffee prices are often viewed as 'too expensive' or 'inaccessible' by some consumers, especially when compared to commodity coffee or for premium items like a large oat milk latte (\$8+ USD).

perfectdailygrind.com

reddit.com

WHERE

Reddit, forums

SIGNAL

Many consumers consider specialty coffee 'worth it' or justifiably priced due to high-grade beans, ethical sourcing, labor-intensive production, precise roasting, and skilled baristas.

[reddit.com](#)

WHERE

Reddit, forums, industry reports

SIGNAL

Recent and ongoing price increases (e.g., green coffee up to 80%, SCRPI up 6.8%) due to environmental factors, logistics, and production costs are acknowledged as contributors to higher retail prices.

[reddit.com](#)

MARKET RATE CONTEXT

LOW

\$12.97 CAD

HIGH

\$25.99 CAD

TYPICAL

\$22.00 CAD

[fernwoodcoffee.com](#)

[gdaoust.com](#)

[lifestylemarkets.com](#)

MODEL RECOMMENDATION

RATIONALE

Fernwood Coffee already offers a 10% 'subscribe and save' option on its website. Subscription models are proven in specialty coffee to offer significant cost savings for customers compared to cafe purchases (e.g., \$0.58-\$0.71 per cup vs. \$3-\$6 per cup) and ensure product freshness. Positioning the \$20 CAD bag as a core subscription offering strengthens customer loyalty and recurring revenue, aligning with market trends for convenience and value.

[mysubscriptionaddiction.com](#)

[fernwoodcoffee.com](#)

RECOMMENDATION

Maintain and enhance the existing subscription model for direct-to-consumer sales, leveraging the proposed \$20 CAD price as a strong value anchor.

TIMELINE

- **2007:** Fernwood Coffee Roasters began operations in Victoria, BC.
- **Year leading up to February 2025:** Green coffee prices increased by up to 80%.
- **Q2 2024 to Q2 2025:** Specialty coffee prices increased by 14.0% year-over-year.

- **June 2025:** Average price for roasted specialty coffees in the US was \$34.70 per pound.
- **Q2 2025:** The Specialty Coffee Retail Price Index (SCRPI) rose 6.8%.
- **July 2025:** A 12oz oat milk latte costing over \$8 (before tax or tip) in a large US city was considered 'extraordinarily high' by one consumer.
- **Early 2026:** A record-setting 98-point Panamanian Geisha sold for over \$30,000 USD per kilo.
- **March 2026:** The average price for roasted specialty coffees in the US was \$32.75 per pound.
- **April 2026:** The average retail price of ground coffee in the US reached US\$9.72/lb, a 28.91% increase from April 2025.

BIGGER PICTURE — KNOCK-ON EFFECTS

- **Economic:** Rising costs for green coffee, fuel, packaging, and fertilizer across the specialty coffee supply chain lead to increased retail prices, impacting consumer spending and farmer profitability.
- **Environmental:** Environmental pressures such as droughts and storms contribute to increased green coffee prices and highlight the vulnerability of coffee production to climate change, necessitating more sustainable practices.
- **Political:** New deforestation laws in the EU (EUDR) are influencing sourcing practices and adding compliance costs for coffee producers and importers, affecting market dynamics and pricing strategies.

GAPS / WHAT WE COULD NOT DETERMINE

- Specific pricing for other Canadian specialty coffee retailers or subscription services offering 454g bags is not available, limiting a direct CAD market competitor analysis beyond Fernwood's own distribution.
- Detailed insight into Fernwood Coffee Roasters' cost structure or target profit margins is not provided.
- The precise exchange rates for CAD/USD/GBP for the 2025-2026 period mentioned in the sources are not available, requiring an assumption of current rates for conversion.

ASSUMPTIONS MADE

- CAD to USD conversion rate of 1 USD = 1.37 CAD, and GBP to CAD conversion rate of 1 GBP = 1.7 CAD are assumed for consistency, as no specific rates are provided for the given timeframes (2025/2026).
- The 'per bag' pricing for US subscriptions (Trade, Atlas, MistoBox, Coffee Bros.) refers to standard specialty coffee bag sizes (typically 12oz/340g to 1lb/454g), and not significantly smaller or larger quantities.
- The 'specialty coffee retail' category encompasses both direct online sales, third-party retailers, and subscription models as presented in the source material.

AMBIGUITIES

- Exact bag sizes for some international subscription services (e.g., Origin Coffee UK's monthly subscription) are not specified, making direct price per 454g comparison difficult.
- The exact definition of 'per bag' for US subscription services like Trade Coffee and Atlas Coffee Club is not specified, which could impact the precise price per 454g comparison.
- The very low '£8.50 per kg' from Gustatory's 'PERCENT Value Cheap Coffee Subscription' is an outlier compared to other specialty coffee prices; its direct comparability to premium retail bags needs further clarification.

SOURCES

- | | |
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