

ONYX

COFFEE LAB



ALLOW US TO introduce ourselves

Onyx Coffee Lab was founded in 2012 with the goal of both serving and challenging the specialty coffee industry. Our mantra to “Never Settle for Good Enough” has been with us from the start, and it represents a deeply ingrained ethos that drives everything we do. This mentality demands our own continual evolution as we pursue our mission – to create a more sustainable and equitable coffee industry through our commitment to excellence, transparency, and innovation. It’s an honor to share our journey and the fruits of our partnerships with you, and we invite you to join us as we seek quality, truth, and accountability in coffee.



join our pilgrimage

It all starts with the relentless pursuit of the world's best coffees. This means traveling across countries, continents, and terrains to connect directly with producers who share our values. These partnerships aren't just transactional; they're built on mutual trust and shared aspirations to push the boundaries of what coffee can be. By maintaining exacting standards for quality, taste, and sustainability, we're proud to bring you coffees that tell a story — of hard work, innovation, and care.

Onyx began as a small specialty roastery in Northwest Arkansas, but over the years it has evolved into one of the most awarded and widely recognized coffee brands in the world, serving a network of flourishing Onyx cafes and hundreds of wholesale partnerships (both nationally and internationally), along with thousands of specialty coffee drinkers who get their coffee from us directly by shopping on onyxcoffeelab.com or by subscribing to one of our customizable subscriptions.

“This is the brand that redefined what **fresh coffee** means to me.”

bon appétit



Every cup of Onyx coffee begins with a dedication to sourcing beans harvested at peak ripeness by partners who share our passion for quality. Across all of our single origin offerings and our carefully crafted blends, we always feature coffee that is in season, and therefore, is cupping and tasting to its full potential. We never compromise in our commitment to high-quality coffees, so you will not find us buying “blender” coffees to save cost or prolong a good coffee.

trade transparency

Every coffee we offer comes with its pricing and trade data clearly displayed. You can see what we paid for it, how it scored, and the details of the producers behind it. These aren't just numbers — they're proof of our commitment to equity and recognition for the producers who make this work possible. They're innovators in their own right, growing some of the most remarkable coffees in the world, and we're honored to champion their stories and expertise.





PRECISION & SUSTAINABILITY IN coffee roasting

When coffees arrive at our roastery, we meticulously refine each coffee's roast profile, ensuring every cup highlights the coffee's natural brilliance. We have an expansive arsenal of coffee roasting equipment that allows us the ability to pair each coffee we source with an appropriately complementary roaster to deliver our target flavor profiles with impeccable accuracy, every single time. After a coffee is roasted, it is meticulously tracked, cupped, and published, ensuring consistency and excellence with every batch.

In this energy-intensive operation, we know we have a responsibility to minimize our environmental impact. To help address this, we have installed solar panels to power our roasting equipment, and we've also partnered with manufacturers whose cutting-edge machines reduce fuel consumption and emissions without compromising quality. By thoughtfully investing in technology with sustainability in mind, we've built a roasting process that's incredibly energy efficient and that delivers an incredible final product.



education

AT EVERY LEVEL

From developing training sessions for our own staff to comprehensive in-person and digital instruction for both wholesale partners and home enthusiasts, we're dedicated to building a foundation of knowledge and passion across every level. Whether you're learning about extraction theory, exploring brewing fundamentals, or delving into nuanced specifics in different coffees, our hands-on approach to education ensures that everyone feels empowered to grow their skills and get the most out of their coffee experience, whatever that may be.





PRODUCER PARTNERSHIPS

sustainability at origin

We know that the choices we make at origin ripple outward, impacting not just the coffee itself but the people, communities, and environments that bring it to life. That's why we prioritize developing long-term partnerships with producers who share our commitment to sustainable practices. We actively seek partners who embrace sustainable methods like regenerative farming — practices that protect soil health, reduce chemical use, and preserve biodiversity. These efforts don't just ensure incredible coffee; they help secure the long-term viability of coffee-growing regions.

But sustainability isn't just about the environment, it's also about people and investing in communities by providing fair wages, education, and infrastructure for workers and their families. We're supporting a system where coffee farming is as equitable as it is sustainable. The coffee industry is rife with volatility, and producers often bear the brunt. To address this, we pay premiums above production costs and reward exceptional quality. Fair compensation empowers producers to reinvest in their farms, adopt sustainable practices, and focus on the long-term health of their land and workers.



NORTHWEST ARKANSAS HOSPITALITY

onyx cafes

In Onyx cafes, we're building more than just places to grab coffee. These are spaces designed to foster connection and community, where every detail — from the service to the coffee to your pastry — is intentional. Whether you're working, relaxing, or sharing a conversation, our goal is to create an environment where you feel at home. Each drink, each interaction, and each plate is a reflection of the care and craftsmanship our team pours into their work. Our cafes are the final step in the supply chain built on excellence, where hospitality can turn a great cup of coffee into a truly memorable experience.



WHOLESALE PARTNERSHIPS

together we grow

Wholesale is the heartbeat of what we do. Onyx is not some publicly traded company or a large firm of investors and venture capitalists - we're baristas, roasters, and cafe owners. We understand hospitality, and we know how important quality coffee (and service!) can be when a cafe or business is considering a wholesale partner. Our hope is that our pursuit of quality coffee will help your business succeed. You'll find an entire team of professionals to help along your journey, each an industry leader in their own field of expertise. Each facet of the hospitality industry is covered inside our elite group of professionals, who are ready to help with everything from coffee selection to cafe training, marketing support, and beyond!





INTERNATIONAL PARTNERSHIPS

a global vision

As demand for Onyx coffee has grown across the United States and beyond, we sensed the opportunity to explore a new model of expansion that drew on the strength and experience of trusted friends around the world. Onyx's expansion into international roasting partnerships allows us to better connect with like-minded roasters, cafes, and individuals around the globe who share our mission of excellence and equity.

By forging these partnerships, we're creating new opportunities for knowledge-sharing, skill-building, and collaborative innovation. Whether it's through barista training programs, sourcing partnerships, or roasting collaborations, our goal is to elevate specialty coffee on a global scale while supporting the livelihoods of producers and communities everywhere.

These international efforts affirm our belief that coffee has the power to connect people across cultures, borders, and industries. Together, we can build a future that's equitable, sustainable, and brimming with possibility.

onyx teas

Our journey into tea is driven by the same values that shape our approach to coffee: a reverence for flavor, origin, and the craft of preparation. The tea world, like coffee, is vast and diverse, with each leaf carrying its own story, terroir, and character. In our curated tea collection, we aim to bridge these two rich traditions and invite you to explore a world of exceptional taste and ritual.

At Onyx, we believe that understanding the story behind each leaf enriches the experience in the cup. That's why we provide detailed brewing guides, tasting notes, and insights into each tea's unique journey — from cultivation to your cup. We also make our offerings accessible to tea lovers at every level. From convenient sachets to loose-leaf or even ceremonial grade matcha, our teas are meticulously sourced and curated to ensure each sip reveals the full depth of flavor and complexity.





AN EXPLORATION OF TERROIR

onyx chocolate

Along the way on our journey, it became clear that alongside coffee, there was another opportunity inviting us to collaborate with producers to pursue greater levels of economic stability through harvest diversification. As purveyors of craft and flavor, our exploration into cacao was a natural evolution. With the same dedication to quality and transparency that defines our coffee, we began crafting chocolate that reflects the same principles of sustainability, traceability, and terroir.

Much like coffee, cacao has its own stories to tell — stories of origin, of innovation, and of the hands that nurture it. We source our cacao directly from producers who share our commitment to excellence, creating bars and bites that showcase the unique flavor profiles of single-origin cacao while pushing the boundaries of what chocolate can be. We offer a full lineup of chocolate offerings, ranging from a selection of award-winning bars to delightful chocolate-covered treats.





JOURNEY WITH US

an invitation from us, to you

Onyx is ever-evolving and growing thanks to our relationships with other talented and passionate individuals and businesses. Each collaboration brings fresh perspectives and opportunities that inspire us to push boundaries and create meaningful work. We believe in the power of partnership to unlock new possibilities, and we're always excited to connect, whether it's for a single project or a long-term collaboration. However we can work together to bring value and innovation, we'd be thrilled to partner with you.

