

# Oval Coffee Roasters Debuts Nationwide at Sprouts Farmers Market through KeHE Distributors

*Oval Coffee debuts at Sprouts via KeHE. Enter #OvalSpace by Fabric, watch Annie Woo's film, play #coffeechallenge, win a Ratio, and get BOGO via Social Nature.*

NEW YORK, NY, UNITED STATES, June 22, 2025 /EINPresswire.com/ -- Oval Coffee Roasters, a new type of specialty coffee brand based in New York City, has launched nationally with [KeHE Distributors](#), reaching more than 450 [Sprouts Farmers Market](#) locations across the United States. The rollout is part of Sprouts' Spring Forager Innovation Set, which showcases emerging brands that bring craft and innovation to grocery. Oval's whole-bean and single-serve pour-over varieties will further expand via KeHE's July–August New@KeHE program, opening distribution to independent specialty and natural food retailers nationwide.



Simple pour over drip coffee for a specialty on-the-go coffee - Just add Hot Water

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Oval is about elevating everyday moments, with thoughtful packaging, exceptional blends, and a format people love, we're excited to bring this experience to more people.”

*Christopher Alspach*

Oval offers whole bean and single-serve pour over formats—each roasted in New York City with care, sustainability, and bold flavor. Inspired by specialty coffee culture in East Asia, Oval's single-use pour overs offer an elegant, low-commitment way to enjoy premium coffee—just add hot water. Each pour over features a biodegradable filter and is available individually or in a boxed set of eight.

“Friends kept bringing these delightful pour overs back from Japan and Taiwan,” said co-founder and head roaster Christopher Alspach. “We knew we could deliver that same joy here, with our own New York twist.”

## Core Blends

- The Natural — fruit-forward and complex, naturally processed
- Bowling Green Blend — light and balanced, sourced from women-led farms
- Riverside Blend — half-caff with full-bodied flavor

With over 15,000 roasts and deep global sourcing experience, Oval co-founder Christopher Alspach previously co-founded Upper Left Roasters in Portland, Oregon. Co-founder Andrew Itzkowitz brings 20 years of national retail and foodservice experience, having worked with worldwide category-leading natural and specialty brands such as Bonne Maman and Yogi Tea, and more recently with venture-backed companies in the plant-based meat sector.

“Oval is about elevating everyday moments,” Alspach said. “With thoughtful packaging, exceptional blends, and a format people love, we’re excited to bring this experience to more people.”

## #OvalSpace Mixed-Reality Experience

Shoppers can scan “LEARN MORE & EARN” QR codes on Oval’s pour-over caddies—featured in Sprouts’ New for You sets—to enter #OvalSpace, a mixed-reality platform powered by Fabric Global PBC. Inside, visitors can play interactive games and trivia, explore Alspach’s coffee travel photos, brewing tips, and watch filmmaker Annie Woo’s avant-garde short scored by Grammy-winning trumpeter Dr. Jonathan Saraga. Participants may also enter the #CoffeeChallenge sweepstakes for prizes, including three months of Oval Coffee and a Ratio Four machine. Scan in-store or visit [sparkfabric.co/space/ovalroasters](https://sparkfabric.co/space/ovalroasters).



# OVAL

## COFFEE ROASTERS

NEW YORK CITY

Oval Coffee Roasters Brand Logo



Oval Coffee Roasters

## Try Oval & Save

Through July 27, 2025, [Social Nature](#) members can redeem a BOGO cashback offer on all three Oval single-serve varieties at Sprouts. Details at [socialnature.com/single-use-pour-over-coffee](https://socialnature.com/single-use-pour-over-coffee).

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## About Oval Coffee Roasters

Oval Coffee Roasters creates design-forward coffee offerings with character and care, roasting in New York City. With a mission rooted in quality, flexibility, and beauty in the everyday, Oval blends sustainable practices with bold NYC character—now brewing in homes nationwide. Discover more at [www.oval.nyc](https://www.oval.nyc)

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