

That's it. Fuels National Coffee Day with 50% Off Organic Coffee Energy Minis

A snackable twist on your daily brew: clean, organic coffee energy at half price.

LOS ANGELES, CA, UNITED STATES, September 29, 2025 / EINPresswire.com/ -- Monday mornings call for coffee, and this year National Coffee Day couldn't arrive at a better time. To celebrate both National Coffee Day (September 29) and International Coffee Day (October 1), That's it. is offering consumers a quick, convenient, and snackable way to get their caffeine fix. From September 29 through October 1, shoppers will receive 50% off [Organic Coffee Energy Minis](#) with code COFFEE2025 at the That's it. website.

Crafted with premium coffee and only four to five simple, clean, organic ingredients, That's it. Organic Coffee Energy Minis deliver a healthier way to fuel up — with no added sugar. Each Mocha and Vanilla Mini provides the caffeine equivalent of one cup of coffee, while Double Espresso delivers the boost of two espresso shots, making it the perfect pick-me-up when you need extra energy.

"That's it. is redefining the coffee break," said Dr. Lior Lewensztain, Founder and CEO of That's it. "With real fruit, organic coffee, and clean ingredients, our Coffee Energy Minis let people enjoy the ritual and benefits of coffee in a snackable form that fits busy, on-the-go lifestyles."

The promotion runs exclusively at thatsitfruit.com from September 29 through October 1, 2025.

About That's it.

Founded in 2012, That's it. is a leading healthy snacking company on a mission to make eating more fruit convenient, accessible, and portable. The brand has earned its reputation by delivering products made with real fruit and whole food ingredients, with a focus on



Organic Coffee Energy Bars



That's it.



With real fruit, organic coffee, and clean ingredients, our Coffee Energy Minis bring the ritual of coffee into a snackable form that fits busy, on-the-go lifestyles.”

*Dr. Lior Lewensztain, Founder
& CEO*

transparency, quality, and simplicity.

That’s it. pioneered the real fruit bar category with its flagship Fruit Bars, now the #1 fruit bar in America, made with just two ingredients: fruit + fruit. Based in Los Angeles, the company has expanded its portfolio to include category-defining innovations such as Organic Fruit Crunchables, Dark Chocolate Vegan Truffles, Organic Energy Bars, and Probiotic Fruit Bars. Every product is crafted with six real ingredients or fewer and is free from added sugar, sugar alcohols, natural or artificial flavors, and artificial colors.

Today, That’s it. is recognized as a trusted leader in better-

for-you snacking, providing convenient, allergy-friendly options that meet the needs of health-conscious consumers. That’s it. products are available nationwide at Costco, Sam’s Club, Walmart, Target, Kroger, Publix, Meijer, Hy-Vee, H-E-B, Whole Foods, Thrive Market, Sprouts, Starbucks, and onboard American Airlines, as well as online at Amazon and the That’s it. website.

Elizabeth Pigg

That's it Nutrition, LLC

+1 213-892-1505

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

[TikTok](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/852929079>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.