Coulée Coffee Enters Physical Retail with Debut of SWIRL™ Mini, a Plastic-Free Automated Pour-Over Brewer, at Target

Available in select Target stores nationwide, the SWIRL Mini™ features a zero-plastic brew path at a gift-ready price under $100



SAN FRANCISCO, CA, UNITED STATES, September 29, 2026 /EINPresswire.com/ -- Coulée Coffee Co., the sustainable coffee brand behind automated, pod-free, café-quality brewing, is rolling out in physical retail for the first time with the launch of the SWIRL Mini™ brewer at Target. The single-serve brewer, which debuted online earlier this summer, brings Coulée's plastic-free brew path and $99.99 price point to store shelves for the first time, just ahead of holiday gifting season. The launch of SWIRL Mini at Target marks a milestone for Coulée's mission to deliver café-quality brewing without pod waste, plastic-heavy hardware, or complicated routines to a mainstream audience, moving from a direct-to-consumer following to shelf space at one of the country's biggest retailers.

Key Details:
Price: $99.99
Availability: Select Target stores nationwide and Target.com, plus couleecoffee.com and Amazon
Category: Automated, single-serve pour-over coffee brewer
Key differentiator: First automated pour-over brewer with a completely plastic-free brew path priced under $100
Footprint: 4.5 inches wide, compact enough for any countertop
Colors: Available in Gunmetal Gray and White
Milestone: Coulée's first national retail placement, following direct-to-consumer, hospitality and outdoor/adventure channels

Single-serve coffee has trained consumers to accept tradeoffs like flat flavor, a brew path lined with plastic, and a pile of pods headed for the landfill with every cup. SWIRL Mini was designed to fix that problem, automating the technique behind a hand-poured cup for a cafe-quality pour-over at the touch of a button, without a single pod, all in a compact 4.5-inch-wide footprint that fits on any counter. At no point in the brewing process does water touch plastic, a distinction more coffee drinkers are looking for as awareness grows around plastic exposure in everyday food and drink.

“Keeping the brew path completely plastic-free while getting the price under $100 took real engineering,” said Ted Ayliffe, Ph.D., co-founder and CEO of Coulée Coffee Co. “People are paying closer attention to what their coffee touches these days, and we don’t think that awareness should come with a luxury price tag. Coffee drinkers shouldn’t have to choose between convenience and a high-quality cup.”

How It Works

SWIRL Mini heats water in a glass reservoir, then routes it through an all-metal hot water path to a rotating brewing arm positioned above the grounds. That arm moves in a controlled, swirling pattern engineered to replicate the saturation, bloom and flow of a barista's manual pour, rather than flooding the grounds all at once the way most drip and pod machines do. Coffee brews externally in a Coulée EcoPour filter, which can come pre-filled with a Coulée blend, or empty for the consumer to choose their favorite ground beans. The result is a fuller, more balanced cup than a standard pod system produces, with a full 14-gram coffee dose and brew sizes from 4 to 16 ounces, ready in a matter of minutes.

The Coulée Story

The idea began on a 2021 ski trip, when engineer Ted Ayliffe, Ph.D. sketched an early brewer design after a frustrating cup of drip coffee in his hotel room. He turned it into Coulée Coffee Co. in 2022 with co-founders Greg Dittami and Mike McGinnis, setting out to optimize the single-serve coffee brewing experience for taste and sustainability, starting with an all-paper EcoPour filter designed to function just as well on its own as when used with one of Coulée’s countertop units.

Beyond SWIRL Mini, Coulée’s product lineup includes its original SWIRL brewer, five proprietary coffee blends including its Ripcord dark roast, and its all-paper EcoPour filters. Coulée also has a growing presence at hotels and resorts across the United States, carrying its cafe-quality, plastic-free coffee beyond the kitchen counter.

SWIRL Mini is available now for $99.99 at select Target stores nationwide and at Target.com, as well as on couleecoffee.com and Amazon.

Frequently Asked Questions

How does SWIRL Mini brew coffee?

SWIRL Mini heats water in a glass reservoir, then routes it through an all-metal hot water path to a rotating brewing arm that replicates the saturation, bloom and flow of a hand pour, without a single piece of plastic touching the water.

What makes it different from a standard drip or pod machine?
Most drip and pod machines flood the grounds with water all at once. SWIRL Mini's rotating arm delivers a controlled, swirling pour, the same technique behind a barista's hand-poured cup, for a fuller, more balanced cup than a standard pod system produces.

Do I need special filters or coffee?
SWIRL Mini brews with a Coulée EcoPour filter, which can come pre-filled with a Coulée blend or empty for brewing with any ground coffee of choice.

Where can I buy SWIRL Mini?
SWIRL Mini is available now for $99.99 at select Target stores nationwide and at Target.com, as well as on couleecoffee.com and Amazon.

About Coulée Coffee Co.
Founded in 2022 and based in Eau Claire, Wisconsin, Coulée Coffee Co. was built on a simple belief: people should expect better from single-serve. The brand was founded on three principles: taste can’t be traded for convenience, sustainability isn’t optional, and everyone from farmer to drinker deserves a fair deal. Coulée’s SWIRL and SWIRL Mini brewers automate the craft of pour-over coffee, with SWIRL Mini’s brew path completely free of plastic, paired with all-paper EcoPour filters and a lineup of proprietary coffee blends. Coulée products are sold direct-to-consumer, at Target, and on Amazon, and have an in-room presence across a growing footprint of hotels and resorts throughout the United States.

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