

CASE STUDY

ROASTD NANTUCKET



COMPLIANCE WITH PURPOSE: A COFFEE SHOP'S COMPOSTABLE STORY

Roastd Nantucket began as a wellness-focused café and general store in Nantucket, Massachusetts, built on quality, intention, and community. As the business grew to four locations, one thing became clear: their packaging needed to reflect the same care as their coffee.

On an island with limited landfill capacity and high waste transport costs, composting is required. Certified compostable packaging isn't optional. It's essential. "To be a part of this community, you have to take sustainability into full breadth," said owner Jon Zack.

It's also what customers expect. "They don't want more non-compostable garbage in their landfills," Zack said.

As Roastd expanded, they needed consistent inventory, a broader product mix, and packaging that could scale, along with a mission-aligned supplier. They chose Good Start Packaging for reliable supply, certified compostable products, and custom branding that unified their cups and containers. "Branding is the most important thing next to customer experience," Zack said.

For Roastd, wellness and responsibility aren't marketing claims. They are operational standards. Compostable packaging isn't a trend. It is a business imperative that shapes the customer experience and fulfills the responsibility of operating on Nantucket, with Good Start Packaging as the solutions provider behind that commitment.



"Anybody not going the sustainable route at this point is probably missing the mark of what their customers want."

— Roastd Nantucket Owner, Jon Zack.

**GOOD
START
PACKAGING**

(866) 971-9251
sales@goodstartpackaging.com