

Fire Department Coffee Brings A Bold New Instant Espresso to Walmart Shelves

The firefighter- and veteran-owned brand disrupts instant coffee with game-changing new espresso line

ROCKFORD, IL, UNITED STATES, August 5, 2025 /EINPresswire.com/ -- [Fire Department Coffee](#) is crashing through the instant coffee aisle with a bold new coffee — Skull Crushing Instant Espresso. Launching this August in 3,600 Walmart stores nationwide, the firefighter- and veteran-owned brand is bringing barista-quality espresso in a convenient and cost-effective format to a category overdue for disruption.



Crafted for those who live life at full throttle, Skull Crushing Instant Espresso delivers a rich, smooth taste designed to fuel the toughest shifts and wildest adventures.

It's a major leap forward in Fire Department Coffee's explosive retail journey — from 2,100 stores in 2023 to nearly 9,000 locations and counting. And in September, the instant line will expand even further with a launch into Walmart stores across Canada.

"We set out to make the best instant coffee on the market," explained Luke Schneider, Founder and CEO of Fire Department Coffee. "We know the instant coffee category hasn't always been known for high-quality coffee, but we believed it could be better — bolder, smoother and more satisfying. Whether you're on shift, on the road or just short on time, our Skull Crushing Instant Espresso Coffee delivers an incredible coffee experience, right when you need it most."

Bold by name, bold in taste — this isn't your grandma's instant coffee. Crafted for those who live life at full throttle, Skull Crushing Instant Espresso delivers a rich, smooth taste designed to fuel the toughest shifts and wildest adventures.

Created for busy professionals, outdoor adventurers and everyday coffee drinkers who won't settle for less, the single-serve Instant Espresso pouches deliver quality without compromise. It's ready in seconds — hot or cold — and it offers coffee shop quality at a fraction of the cost.

Whether drinking it straight or crafting their favorite espresso-based creations, espresso lovers will discover bold flavor without the steep price tag. It's perfect for lattes, iced mochas or a simple cup on the go — no machines, no mess, no waiting.

As more consumers shift from away-from-home dining to at-home experiences, this launch couldn't come at a better time. It's quality, convenience and value, easy to find nationwide at America's favorite retailer.

Instant coffee has long been stuck in a "good enough" mindset, but consumer expectations have evolved. From on-the-go professionals to budget-conscious millennials, coffee drinkers are demanding premium taste with everyday convenience. Fire Department Coffee's entry into this space marks a turning point for how instant coffee is perceived and consumed.

This innovation also comes at a moment when the instant coffee market is ripe for disruption. Younger consumers are demanding a better coffee experience and greater value in their daily cup. Fire Department Coffee meets those needs while staying true to its mission: supporting firefighters.

Beyond the coffee, Fire Department Coffee is a movement — one that celebrates the grit of first responders while giving back to those who serve. With more than \$500,000 donated (a mix of product and dollars) in 2024 to departments and communities nationwide — from small-town stations to the front lines of disaster response – and a thriving community of 20 million followers, the company is proving that bold coffee can do bold good.

To learn more about Fire Department Coffee's Skull Crushing Instant Espresso Coffee, visit www.firedeptcoffee.com and follow them on YouTube, Instagram, Facebook, X and TikTok.

About Fire Department Coffee:

Founded in 2016 by firefighter/paramedic and U.S. Navy veteran Luke Schneider, Fire Department Coffee is a veteran- and firefighter-founded business that is dedicated to handcrafting great-tasting coffee with a mission to support firefighters. Its growing assortment of ground, whole bean, and single-serve beverages is freshly roasted in the U.S.A. by a dedicated team of coffee experts.

In 2018, the company established the Fire Department Coffee Charitable Foundation, a 501(c)(3), to give back to firefighters who have become sick or injured on the job, mentally or physically, or who are facing other serious health challenges.

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