

Hypergrind: The Yarra Valley Brand Helping Aussies Make Café-Quality Coffee at Home



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For many, coffee is more than just a drink—it's a ritual, a craft, and a moment of pause in a busy day. That's exactly what Hypergrind, a new Australian-owned coffee accessory brand, is here to enhance. Founded by David and Jordan, two lifelong friends and coffee lovers, Hypergrind is dedicated to helping home baristas make better coffee, more consistently, with thoughtfully designed tools that turn the daily coffee routine into something special.

A Brand Born from Passion

Hypergrind was created with a simple yet ambitious goal: to make high-quality coffee more accessible at home. The founders, longtime friends and coffee enthusiasts, have spent years refining their own setups and understanding what makes a difference in achieving a great espresso.

This passion led to the development of a brand that values both functionality and craftsmanship, ensuring that every tool is designed to enhance the brewing process while looking right at home in any coffee setup.

Designed for Everyday Coffee Lovers

As two dads with young families, the founders understand that time is precious, and making coffee at home should be both efficient and enjoyable. Hypergrind is built around this philosophy, offering tools that help home baristas, whether they're just starting out or fine-tuning their technique, pull better shots with more consistency, and enjoy the process of doing so.

The brand caters to those using mid-level espresso machines who are looking to elevate their coffee game without unnecessary complexity.

Jordan shares, "Our mission is simple: we want to make it easy for anyone to experience café-quality coffee at home. It's about making the process enjoyable, helping people improve their technique, and ultimately bringing a little more joy to their daily routine."

Rooted in Quality and Community

Proudly based in the Yarra Valley, Hypergrind draws inspiration from its surroundings, valuing craftsmanship, design, and the connection to community. Beyond simply offering products, the brand is committed to engaging with coffee lovers by attending local markets, collaborating with small businesses, and helping more people enjoy the process of making coffee at home.

Looking Ahead

With exciting plans on the horizon, Hypergrind is expanding its range of accessories, working closely with customers to develop tools that meet their needs. The brand is also building relationships with local roasters, baristas, and creators who share the same dedication to great coffee. As it grows, Hypergrind remains focused on its mission: helping more Australians craft café-quality coffee in their own kitchens.

Hypergrind products are available exclusively online at www.hypergrindcoffee.com.au. Coffee lovers can also connect via Facebook and Instagram or sign up for the newsletter for updates on new releases, events, and exclusive offers.

For media inquiries or collaboration opportunities, please contact David & Jordan directly via www.hypergrindcoffee.com.au or by emailing hello@hypergrindcoffee.com.au

