COFFEE IS THE FOCUS AT OWLY COFFEE CO. AND ROASTERS

November 30, 2025

By Heather Rule

Kyle Hagen opened the Owly Coffee Co. coffee shop in 2017. A couple of years later, he wanted to have control of his coffee product, so he expanded into Owly Bean Roasters to roast his own coffee.

The family-owned coffee shop is open 6:30 a.m. to 3 p.m. Monday through Friday, 7:30 a.m. to 3 p.m. Saturdays and closed Sundays. It's located at 409 Ash Ave. NW in Wadena. Owly Bean Roasters is downtown at 312 Jefferson St. S.

Customers who stop in can enjoy Owly's custom roast. They also offer lots of specialty drinks with many flavors and mixtures. The salted blonde drink is a popular one, with white chocolate sauce and salted caramel syrup.

"That one's a big seller," Hagen said.

Drinks can be ordered hot or iced in small, medium, large or extra-large sizes. Hagen and his staff are also focused on the coffee part of the coffee shop. Meaning, they put "what we consider a good ratio of espresso-to-flavor" in the drinks, which is different than some other coffee shops, Hagen said.

"It feels like a lot of places I go to, it's excess flavor and not a ton of espresso," Hagen said. "Our shots, we do a shot of espresso per flavor pump.

"The way I look at it, you're a coffee shop. You should be putting espresso and coffee inside your drinks instead of just a lot of sugar."

They also offer non-coffee drinks at the shop, like hot teas, all-natural energy drinks, hot chocolate, smoothies and flavored lemonades. For something to nibble on, they sell baked goods from the town's German restaurant, Oma's Bread.

The roasting company is more than a local business. Owly Bean Roasters ships coffee across the country, from east coast to west coast down to Texas. They also provide unique roasts for a few other coffee shops. There are about 14 different roasts and coffee blends customers can see and purchase at Owly Bean Roasters. There's also an online store for customers to view the roasts, read about the flavor profiles, where they come from and choose to have them shipped.

"You could read it all and see what it's about before you want to order it, too," Hagen said.

For more information:

Owly Coffee Co.: https://www.owlycoffee.com/

Owyl Bean Roasters: https://owlybeanroasters.shopsettings.com/

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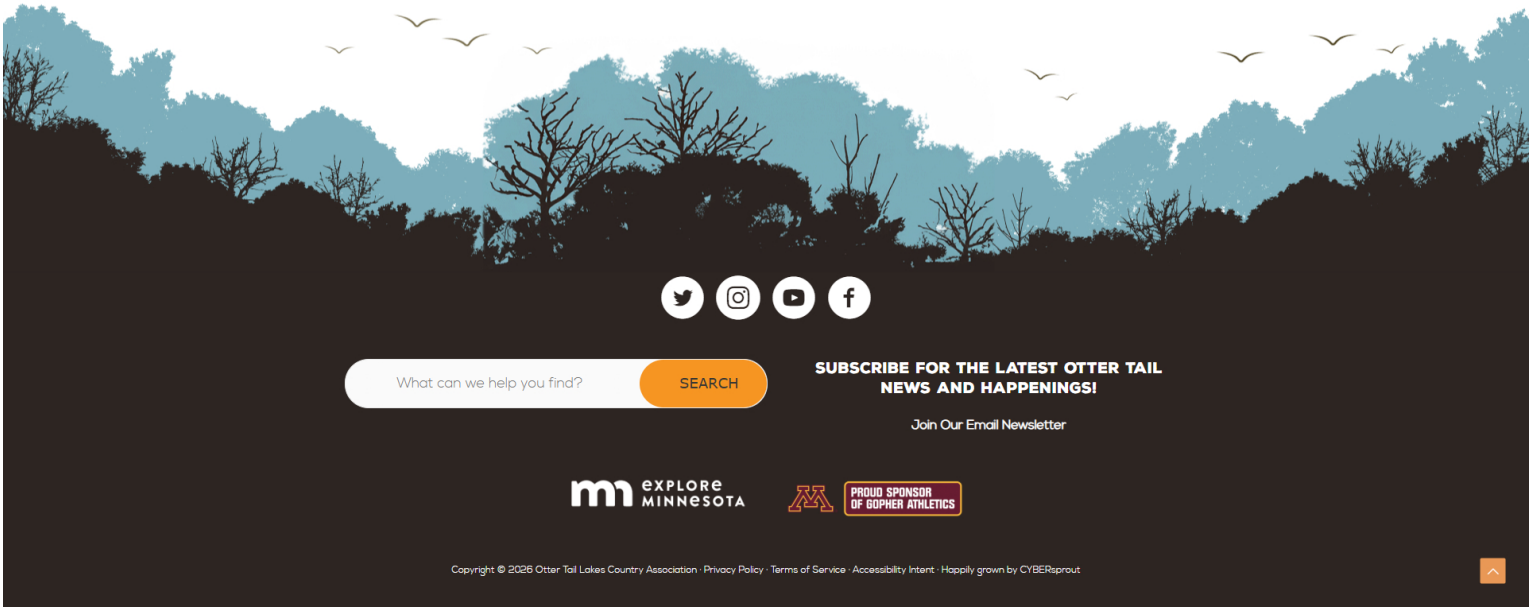

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