

2015
THE YEAR OF
MICRO-
ROASTER



SEDONA ELITE
NOW IN THE
USA!

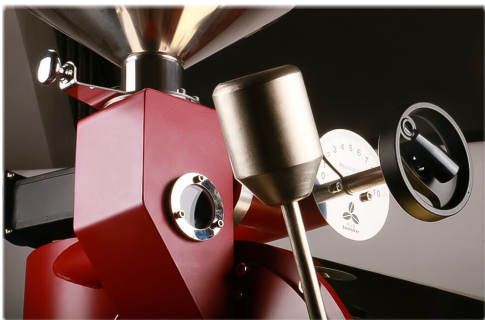


WHAT MAKES A
GREAT
COFFEE SHOP?



FRESH K CUPS
ARE HERE!

BC NEWS



MARCH, 2015 PHOENIX, ARIZONA USA

After reaching shore off the coast of Long Beach California in February 2015 our first order of Sedona Elite 3200's waited over a month for the backed out port to clear from a work slowdown earlier that month for the entire west coast of the USA. But finally in mid March we got to experience one of the nicest Micro-Coffee Roasters I have ever seen. I knew it looked great but had

**"One of the
best roasters
to hit America
this decade"**

no idea how nice it was built on the inside. It's one thing to see video and photographs as well as read great reviews. But to turn on the machine and run a couple roasts was just awesome. The owner of **Get AZ Roasted**, Chad Smith in Avondale, AZ got our first 3200. We set it up and roasted some awesome Mexico Organic coffee from **Bodhi Leaf Coffee** out of California and WOW! First we could not believe the efficiency of the roaster. The 8 top notch burners are so much nicer than any of our other units and the double layer roasting drum produced perfectly even roasts in such a short time we think this unit can easily roast 5 batches per hour and still produce incredible tasting coffee. We will provide more photos and videos soon as well as some training videos but I can only say I was impressed at the laser precise machinery and engineering that has gone into this unit. We did have a couple suggestions to the owner of the factory and he agrees to incorporate these suggestions into future roasters soon. But, as is, this machine is as close to perfect in any 3 kg. unit I have seen and at 1/2 to 1/3 the price of others equally equipped. We have more on the way in black and red. But this order will likely be gone before it reaches shore so talk to your sales rep soon to get in on the best roaster to hit America this decade. And we have sweetened the pot by keeping the price at **\$9999** for another month with **free shipping anywhere in the USA**.

FREE DELIVERY TO ARIZONA IN APRIL!

To all our home town customers in the Phoenix area and within 100 miles north or south we are offering a super special of free shipping on any roaster bought between now and April 30th, 2015. This is a savings of \$400-800 off our regular shipping costs. We wish we could extend this to the entire country but we simply can't absorb the cost. But we do have free shipping on all Arizona 1.5 models for the next month. Order now! Even custom orders that come in after April, if ordered in April, qualify for this deal!

WHAT MAKES A GREAT COFFEE SHOP?

How do you define a great coffee shop? Likely you may get numerous answers to a question like this. But there are some 'standards', if you will, that everyone agrees on that must be present to even start to consider a shop 'great'.

ATMOSPHERE

When choosing a place to meet friends and family and enjoy some great drinks some would say atmosphere is number one. I can understand that as no one really wants to spend much leisure time in a place that's uncomfortable or ugly... But I guess I'm a bit

What makes a Great Coffee Shop?



**Listen to both your
customers and the
owners of successful
coffee shops and you
will be moving your
business in the
direction that makes for
a great coffee shop in
your city or town**

disappointed with some of the shops that mainly focus on atmosphere. I have been to a few 'famous' coffee shops as well as some speciality coffee shops that are trying hard to become the neighborhood gathering place but in focusing so much on atmosphere they neglect the very central thing that their company is named for: Coffee. WOW! When I go to these shops and can't even get a cup of HOT coffee I am turned off right away. Then if it's not fresh I think I might as well have bought a cup at the gas station...So Yes- I like a nice atmosphere. But not at the expense of fresh hot great tasting coffee. Focus on that first and you are off to the races!

Here are a few suggestions about atmosphere from the web:

- (1) **MUSIC:** Good mellow or upbeat back-ground music...Not the main event. Coffee shops are communication stations and loud music kills communication...
- (2) **COLORS:** A visual appealing location invites people. neutral colors seem to work best. If you plan bright colors just be careful not to overpower. If you have dark corners use nice soft lighting
- (3) **LIGHTING:** Too dark is dreary. Too bright overpowers.
- (4) **COMFORT:** This includes some of the above along with nice comfortable chairs and cleanliness

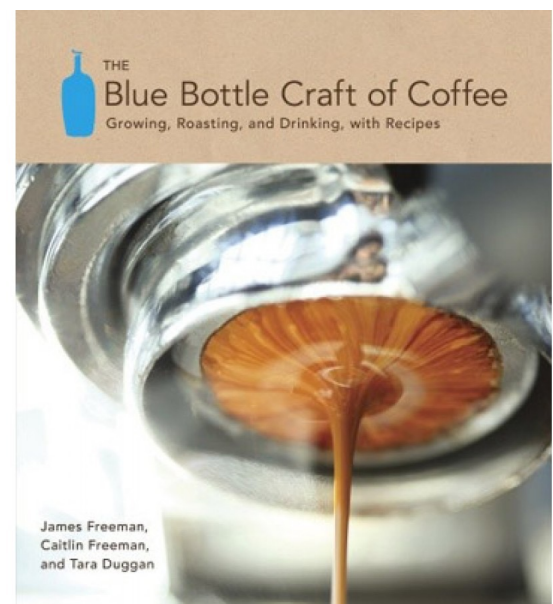
CUSTOMER SERVICE

This is where the 3 F's come into play: **FRIENDLY, FAST, FUN.**

PRODUCTS

(1) **DRINKS:** We already know what the star of the show should be. COFFEE!!! So make it special by offering a variety. Make it FRESH! Fresh coffee is not coffee brewed into big thermos pots that sit for hours. Fresh is ground to order pour-over or french press or Siphon. Then theres Turkish and never can we forget Espresso! If you are not brewing coffee in at least 3 of these ways for your customers you are about to become the coffee company of the past. Part of the resurgence in coffee shops sweeping across the nation right now is due in part to freshly roasted coffee and freshly brewed and served to order. Anything less is history. If you need a refresher course on todays coffee shops read **James Freeman's book 'Blue Bottle Craft of Coffee'**. That will get you alive to the need for Micro-Roasting in the 21st century.

(2) **FOOD:** There must be food! Be it sweet treats or sandwich & brunch or lunch items the longer your customers stay the more they buy. Make sure whatever you serve it is enough to notice on the menu.



WHAT MAKES A GREAT COFFEE SHOP?(CONTINUED)

WORKER TRAINING & SKILLS

How do you feel when you get your order and dig in only to find it's not your order? Or you place an order for a great espresso and YICK? What is this junk? Nobody wants to put nasty's into their mouth. If you hire unskilled labor train them to become skilled. This means mentoring them. Walking them through each step and making sure they can handle it on their own under pressure. If you don't your new customers will never return and your old customers will stop coming. Also remember consistency is vital! If one barista makes your drink one way and the other different you loose. One of the biggest complaints is about CONSISTENCY!

WIFI

FAST & FREE

Consider the above points if running or planning a neighborhood coffee shop and you will be the talk of the town! But I thought it very interesting that a comment made by many coffee shop customers was summed up in a **FOX NEWS REPORT** dated April 28, 2014 under the article 'America's best coffee shops'. The Quote says: **"The shops on this list use high quality beans and have close relationships with their roasters — or are the roasters themselves."**

K CUPS ARE NOW MADE FRESH DAILY!

It's no secret K Cups are the big thing for many coffee drinkers. Simple, fast & easy. But until now most K Cups were not the freshest way to get a cup. Sure the companies used nitrogen to try to keep it as fresh as possible. But the word FRESH & K CUP did not belong in the same sentence. Plus if a fresh micro roaster wanted to get into making K CUPS then he likely had to commit some serious money to meet the minimums. But what if you could make K Cups daily? What if you could choose to make either a small batch or a big batch? What about multiple varieties of fresh coffee ready when your customer came into to get his take out cup? The waiting is over. For an investment as low as \$1500 you can start your own Fresh Roasted Coffee in K Cups. Let me explain: After many requests over the past year we asked our China partner to research companies that provide high quality well built K Cup sealing machines. We found a couple companies we are currently working with that provide both manual and semi-automatic K Cup sealers and high quality K Cup supplies to completely make your own K Cup. In our search we did find one or two US companies offering K Cup sealers but these wanted about \$3000 to get a single K Cup sealer. We wanted to make more than one cup at a time. So we are in contract with a factory making 4 Cup K Cup machines. The first is a manual maker where you fill the cups and filters then place the foil seal in place insert the little drawer and pull down a handle until the sealing light goes out indicating the K Cup is sealed. We looked into



private labeling the foil seal. This can be done if you want your cups to look like the big guys. But the minimum quantity is very high and labeling limits the choices of coffee you can put in the cup. So we encouraged our customers to save several cents per cup and seal all with foil and put in either one or two pound coffee bags to both seal in freshness and then simply label the bag for K Cups. Now you can make any coffee to put in your cups. We also decided we wanted to give our customers everything they need to get started so we offer our units as a kit. The two models we sell are the **4 Cup Manual** and the **4 Cup Semi-automatic**. The semi-automatic is similar to the manual in that you load your cups and put seal on top. Next you press a button and the little drawer goes into machine & seals the 4 cups and then opens up allowing you to remove the cups and repeat. The **Manual 4 Cup kit retails for \$1999** and includes the 4 Cup manual unit and 1000 K cups with filter and lids. We also carry extra cups and lids that can be purchased by the 1000. The retail price for the **Semi-automatic sells for \$2999** with 1000 free K-Cup s in kit. But wait a moment... Above I stated kits were as low as \$1500- How does that work? Here's the current special:

BUY ANY COFFEE ROASTER AND SAVE \$500 off the price of either the manual or semi-automatic K Cup Kit!

Buy with a roaster and final price on manual K Cup Kit is \$1499



CONTACT YOUR REP FOR HELP IN STARTING A FRESH K CUP EXPERIENCE!

Arizona- Brian Anderson: brian@buckeyecoffee.com

Tennessee and S.E. States- Jeremiah Barrett: jeremiah@buckeyecoffee.com

Colorado- Dean Olson: dean@buckeyecoffee.com (starting in April)