

SPRING!
New
Beginnings



What is in your
2015
Business Plan

?

21ST
century
coffee shop

IS YOUR SHOP
FUTURE PROOF?

ADVANCE
COFFEE
ROASTING



BC NEWS



SPRING: A Time For Change...

"In winter, I plot and plan. In spring, I move."

Henry Rollins

"IN SPRING,

I MOVE"

-H. ROLLINS

SPRING IS HERE... What is your move?

"THE WINTER OF 2014/2015 WAS A VERY TOUGH WINTER FOR MUCH OF NORTH AMERICA... Perhaps there are still remnants of snow in your town or city. But for most of us spring is the time we move into action. A time to move forward. So as we all face the Spring and summer of 2015 comes the question:

WHAT IS YOUR MOVE?

HOW WILL WE USE YOUR SPRING AND SUMMER TO GROW THE BUSINESS?

For some of us It's all spelled out in our business plan. We have wisely used the cold winter months to look ahead to new ways to expand our business opportunities. We know that to stand still is to move backwards and in the coffee business we don't want to be left in the 'grounds'. There are just too many exciting changes sweeping across North America and the world right now with the advent of local fresh coffee shops. Imagine for a moment that every neighborhood were to suddenly get a farmers market just down the road. A market that would carry all the produce the supermarkets have but farm fresh. And delivered with a friendly farmers touch. How long would you continue going to the high priced not fresh and pleasant supermarket for your fresh produce?

Now more than anytime in the history of coffee is there an opportunity for your neighborhoods to get the freshest tasting coffees and coffee drinks right in front of them. And I would venture to say that most people have not even tasted fresh coffee. In an effort to introduce people to fresh coffee last fall at an event sponsored by The National Audubon Society in Arizona we introduced 5 fresh roasted coffees for people to sample. We had veteran coffee drinkers in their 70's drinking a cup all the way down to teenagers that just did not like coffee. Almost everyone there had never tasted coffee roasted just a day or two before they cupped it. Even the teens that hated coffee wanted more.

Opportunity lies before you...

The point is: Opportunity lies right in front of us to be one of the first companies to offer fresh roasted coffees ground before our customers eyes and served as pour overs, French press , Siphon

"By failing to prepare, you are preparing to fail."

— Benjamin Franklin

Basic Parts of a Business Plan



1. Executive Summary
2. Company overview
3. Business environment
4. Company description
5. Company strategy
6. Financial review
7. Action plan

"If you don't know where you are going, you'll end up someplace else."

— Yogi Berra



brewed or many other ways that bring out the awesome tastes in coffee people have only heard about from the fancy shops in San Francisco to New York City. We can be one of the first in our city to open the eyes of our neighbors to smell, touch and taste real fresh roasts. But how can we do any of this without a plan?

Often when asked about a business plan a new startup company may find this a bit of a challenge. Yes most of us know what we want to accomplish but have we taken the time to sit down and plan things out step by step?

If now is the time for confessions I will be the first to admit: Often when I get an exciting idea I run with it. There's a bit of adventure in climbing the peaks of mountains unknown, wanting to see where the path takes you. Experiencing places and things I have never seen before. That's one reason I love backpacking. Going to places a car or plane cannot travel. Seeing beautiful places not touched or damaged by man... But planning a business does not work like that. To run a business like that would be like taking a wallet full of money and throwing it in the river only to hope you will find it later floating down stream... The odds are against such happy endings. So let's take a couple moments and spell out the basics of putting together a good workable business plan. And along the way I will share some ideas my customers have to opening new doors and opportunities for growing their business and taking it to new places never traveled before. Are you still with me? Then strap on your hiking boots grab a pencil and pad and let's do this together.

BASICS OF BUSINESS PLANNING:

KEEP IT SHORT AND SIMPLE:

GET YOUR POINT ACROSS QUICKLY & EASILY

USE BUSINESS CHARTS:

MAKE IMPORTANT NUMBERS EASY TO FIND & UNDERSTAND

POLISH THE OVERALL LOOK

MAKE IT LOOK GOOD AND INVITING TO READ

DO I REALLY EVEN NEED A BUSINESS PLAN?

If in doubt, read through the following questions. If your answer to two or more questions is 'yes', you certainly do need to create a business plan, and soon.

ASK YOURSELF:

- Is your business brand new, or not started yet?
- Do you find it hard to describe in 30 seconds or less what your business does better than others?
- Do you have a great business idea but you lack the capital to make it real?
- Do you have a unclear picture of all of your competitors and how your pricing, service and product/service range compares?
- Have your sales and profitability been in decline for the last 12 months or more?
- Are you finding it hard to pay your bills on time?
- Do you find yourself lurching from crisis to crisis?
- Do you struggle to remember your net profit for the last month, the last six months and the last year?
- Does your business belong to an industry that's changing fast? Do you find it hard to pick what will happen next?
- Would you like to retire or sell your business within the next five years?
- Do you still feel engaged, excited and passionate about your business?

IF YOU ANSWERED YES TO 2 OF THE ABOVE QUESTIONS YOU NEED A BUSINESS PLAN VERY SOON

STARTING ON A BUSINESS PLAN

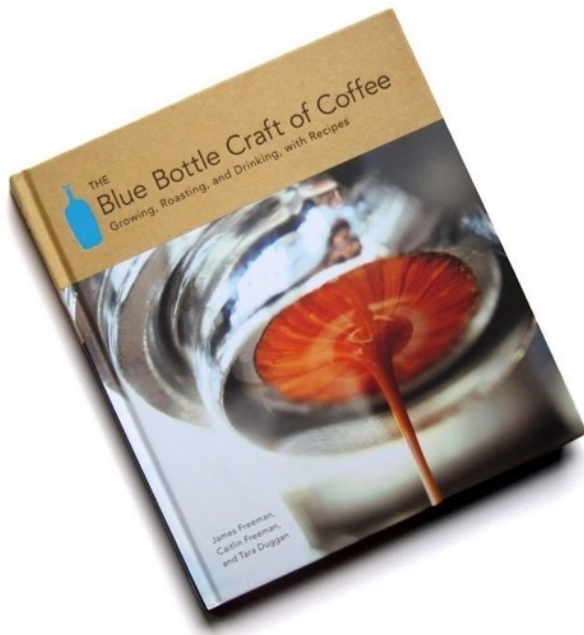
So we have talked about a business plan a bit and how important it is to have one. How does yours look? Is it time to simplify? Add some charts? Tidy it up a bit? Or is your business plan still inside your head waiting to come out? If any of the above applies you are far from alone. So now is the time to get started on your plan. If you need help there is much free and not-

IS YOUR SHOP FUTURE PROOF?

so-free help on the web. Check out the free options first. You may be surprised how many are here to help if you just look and ask.

21ST CENTURY COFFEE SHOP

Once upon a time there was a spot in town where folks gathered in the morning to get a bite to eat and talk with neighbors and friends. They started their day off with a cup of coffee. From those days



came coffee shops that sold sweets and coffee. Then came a revolution: In March of 1971 three partners who met at the University of San Francisco opened a shop in Seattle, Washington they named it Starbucks. There are a couple stories on how they came up with the name 'Starbucks' but one thing was clear: They were inspired to sell high-quality coffee beans. That was then-

A REVOLUTION IN COFFEE IN 1971

Now Starbucks is known in 64 countries and territories and is the largest coffeehouse company in the world with over 21,000 stores. While many fresh coffee roasting companies today have mixed feelings about Starbucks one thing stands true. Starbucks has taken people from the days of old canned coffee into a world of coffee related drinks and products. An while

many of today's quality roast-masters have nicknamed Starbucks "Charbucks" noting their tendency to overroast coffee it's hard to know exactly where coffee would be marketed in America without that revolution that began in 1971.

THE 21ST CENTURY COFFEE SHOP

With the start of a new century we have seen many changes. While on the world scene not all has been positive - in the coffee world there have been major leaps forward in both taste and quality. For years many coffee roasters have kept the mystery in how coffee is actually roasted. And while there have appeared many 'fresh roasted' coffee companies across America the choices for local shops roasting great arabica beans still remains limited in most cities and towns across the country. At the end of the 20th century there have been companies like "Dunkin' Donuts" that actually got it's start in 1950. But it was not until 2003 that Dunkin' shifted it's focus from doughnuts to coffee. And in the 21st century chains that focus on coffee and food have become very popular. And now in many cities there are companies like "Tim Hortons" and the like that actually have decent coffee. These shops of this type tend to feature one brand of coffee like a house blend but not actually introducing their clients to the world of great coffees. If you wanted to taste more than just a house brand coffee you had to search out small shops that might offer 2 or three varieties. Then the big chains and even the gas stations tried to get in on the action offering large pots of coffees with many origins. But they did no justice to the word 'fresh'.

FROM SMALL BEGINNINGS NEW IDEAS ARISE

There are many people that have grown to love their coffee. And among such lovers of the roast have come ones that were not content to drink the average cup of joe put before them. Still- each day there are countless millions of cups of not so good to pretty bad coffee consumed by a tired generation seeking to wake up and carry on their daily routine. I myself have drank too many cups of tar like substance sold by some as coffee. So we can be grateful to the people that knew there must be a better way. People that researched or perhaps even stumbled across information that showed them that

good and even great coffee was not an illusion or some secret recipe shrouded in mystery that only a privileged few could learn. One such example can be found in San Francisco, USA. His name is James Freeman. No not the clergyman of the 18th & 19th century. But the James Freeman that founded Blue Bottle Coffee that has started a new revolution in coffee shops. The concept of fresh roasted coffee roasted himself and then ground and brewed in various forms right before the customers eyes. Kind of reminds me of the Japanese Steak Houses that prepare your meal right in front of you. If you are not familiar with his story and concepts you have much too learn about the future of coffee shops. He started roasting and selling coffee at farmers markets in 2002. Last heard he has 11 coffee shops from California to New York City. The key to his success is attention to detail. If you have not read his book you should. If you have read it what ideas have you taken from it and what steps are you taking to make your coffee business a part of the 21st century? What I like about his story is the fact that he is just an average guy that actually was quite 'broke' financially when he started his business. Going through a tough time in his life and with very little money he basically used his credit card to buy his equipment with the hope that his vision of great coffee roasted right and served fresh would catch on. It did! And now is the chance for you to take some of your own ideas and maybe some of his to make a coffee business like no other in your community. While I can in no way predict the future I do have the dream that over the next 5 years a whole new world of coffee shops across North America will arise. Not a massive chain. But mom and pop coffee shops that specialize in fresh roasted coffees in multiple varieties served daily and ground and roasted for each customer so they can taste real fresh coffee created before their very eyes and tasted for the first time. From that time forward there is simply no turning back. No return to the nasty old cups of old dead coffee currently found at most places that sell coffee. Will you be the person in your town or community that opens the eyes of your customers to the 'real' experience of fresh coffee? -If you do you will likely become the company that your customers will choose to open their eyes to every day for the great tasting coffee experiences of their lives.

YOUR IDEAS AND THE IDEAS OF OTHER

SUCCESS STORIES WILL HELP "FUTURE PROOF" YOUR COFFEE SHOP

SO ASK YOURSELF:

- **DOES MY COFFEE SHOP EITHER ROAST ONLY FRESH COFFEE OR BUY AND SELL FRESH ROASTED COFFEE FROM A LOCAL ROASTER?**
- **DOES MY COFFEE SHOP OFFER SEVERAL FRESH ORIGIN COFFEES EACH DAY?**
- **DO WE LABEL ALL OUR BAGS OF COFFEE WE SELL WITH THE DATE COFFEE IS ROASTED?**
- **DO WE OFFER SEVERAL CHOICES CUSTOMERS CAN HAVE THEIR COFFEE BREWED SUCH AS POUR OVER, FRENCH PRESS & SIPHON?**
- **DO WE GRIND OUR CUSTOMERS BEANS RIGHT WHEN THEY ORDER A CUP SO THEY GET FRESHLY GROUND AND BREWED COFFEES?**

- **ARE WE CONSTANTLY LOOKING FOR WAYS TO IMPROVE AND INNOVATIVE IDEAS FOR OUR COMPANY TO GROW?**
- **DO WE LISTEN TO EACH CUSTOMER AND MAKE THEIR CUP THEIR WAY?**

IF WE FOLLOW THE ABOVE PATTERN OF IDEAS WE WILL “FUTURE PROOF” OUR COFFEE SHOP!

ADVANCE **COFFEE** **ROASTING**

“ THE MINUTE YOU THINK YOU'VE ‘GOT IT’ YOU HAVE LIKELY ‘LOST IT’

None of us in the fresh coffee roasting business want to stand still. When we stop moving forward with new and improved products and ideas we become stale. And stale and coffee don't go good together. This is true when it comes to roasting. Some roasters want a roasting machine they can just push a button and the coffee roasts. But is that really what you want?

IF GIVEN THE CHOICE WOULD YOU PREFER A CHEF TO PREPARE YOUR MEAL OR A MICROWAVE?

None of you want to make our jobs any harder than they already are. And being a business person you likely already fill many roles within your company. When we stretch so far with our time we likely look for shortcuts. But shortcuts in coffee roasting is a big mistake. Remember: It's our fresh roasted coffee that must stand out from all the countless prepackaged coffees already on the market. Just to roast it and sell it within so many days after a roast does not in itself make it great coffee. You must first start with great beans and then develop the art of roasting to bring out the best in each variety. Some customers call me saying they want to roast fresh coffee but want an automatic type roaster so they don't need to train their workers how to roast. In effect they are saying they want to open a restaurant but microwave all the food. You decide: If given the choice would you prefer a chef prepare your meal or a microwave? The answer is pretty obvious. Why would anyone pay top dollar for a coffee that tastes average or about the same as the store brand. Yet that is what some coffee shops offer. I have been to some shops that claimed to be speciality shops selling coffee that was not even as good as McDonald's. These shops are a disservice to the entire fresh coffee roasting business.

IF YOU ARE NOT WILLING TO LEARN THE CRAFT THEN DON'T GET INTO THE FRESH ROASTED COFFEE BUSINESS.

I am not saying to make your life complicated by going to some school for a complete education in coffee roasting. But what I am saying is that roasting great fresh coffee is a craft. There is a reason all our roasters are called artisan roasters. Fresh coffee roasting is an art. But it is an art that can be learned and developed. We tell our coffee roaster clients you can learn to roast fresh coffee within a week. But as the weeks go by you can become an artist developing your skills and becoming a roast master. So yes- learn how to easily roast coffee. But don't stand still. Continue to develop the craft.

Explore the seemingly endless boundaries in coffee roasting. It does not matter if this is your first year roasting or your 40th. You will never learn it all. There will always be more to learn. So advance in your coffee roasting skills. Move forward. Learn something new each day. Read, research and talk coffee with others in the business. Keep humble and you will keep growing. The minute you think you've 'got it' you have likely lost it...

**TO HELP ALL OUR CUSTOMERS ADVANCE WE ARE PREPARING A BOOKLET ENTITLED:
"ADVANCE COFFEE ROASTING"**

One thing we have found in the coffee business that concerns us is that there are some that feel coffee roasting is a secret art. A skill that only a few can master. An art for a select group only. Yes- I have ran into the 'coffee snobs'. The people that mock and snub their noses at the beginners and those eager to learn. But I have found that group is becoming an isolated bunch that don't want to share the joys of the trade but only want to selfishly control what little interests they have. We at Buckeye Coffee believe that everyone has a right to learn. Everyone should get knowledge for free. So as we learn we share. And as we share we become a more happy bunch of people. We are grateful to people willing to share their knowledge with us. We have learned so much from our customers and want to all we can to share the little we have learned. So to help all our customers we are working on a project booklet that every past, present and future customer will receive: ADVANCE COFFEE ROASTING BOOKLET. In time we hope to make videos on the subject. Further we hope to get with other roasters and do videos of their business in action and the tools and education of this wonderful trade we all share in common. Tell us your thoughts on this. Share your ideas. Share what you have learned and freely ask questions so we can all learn together. It will make us better people. It will make us a better industry. It will help rid the world of the coffee snob...

SOME OF THE SPRING SPECIALS TO HELP YOU GROW YOUR BUSINESS:

We continue to offer our best coffee roaster at the best price:

THE SEDONA ELITE 3200 FOR \$999 WITH FREE SHIPPING!

BUY A K-CUP KIT WITH ANY ROASTER AND GET FULL KIT FOR \$500 OFF

\$1499 (LIMITED TIME ONLY)

NEW ITEMS FOR SPRING!

We are happy to announce we now carry two types of Arizona Roasters:

THE ARIZONA 1.5 BASIC for \$4599 plus shipping

&

THE ARIZONA 1.5 PLUS for \$5199 plus shipping

THE K CUP LINEUP IS GROWING!

We started the K Cup kit as a little add-on to help you grow the business. But now people are so excited to roast and package fresh coffee in K Cups we have added 3 new models to the lineup:

In addition to the manual 4 cup sealer and the semi-auto 4 cup sealer we now have a

6, 10 & 12 SEMI-AUTO K CUP offering!

PLUS WE HAVE AN AUTO FILL MACHINE!

We are also working on securing lids for the K CUP 2.0 so any machine will work with your fresh K Cups!

See our website for more details or email or call your local rep today!

DON'T FORGET TO CHECK OUR EDUCATION & TRAINING PAGE AS WE ADD NEW VIDEOS EVERY 2-3 WEEKS!

Do you have a special video you want to see? email us your ideas and suggestions. Do you want to promote your business in our Newsletter?

Tell us your store and we will tell the coffee world!

Your sales reps are:

ARIZONA USA: BRIAN ANDERSON: brian@buckeyecoffee.com

TENNESSEE & SE USA: JEREMIAH BARRETT: jeremiah@buckeyecoffee.com

COLORADO SALES REP: DEAN OLSON: dean@buckeyecoffee.com

SWEDEN & EUROPE REP: LIANE BORSANDER: Liane@buckeyecoffee.com

The rest of The United States: info@buckeyecoffee.com



GET THE EXACT MEASUREMENT EVERY TIME:

NEW AUTO K CUP FILLING MACHINES

(fills 25 cups per minute)