

If Knowledge is Power



GREAT COFFEE STARTS WITH GREAT BEANS

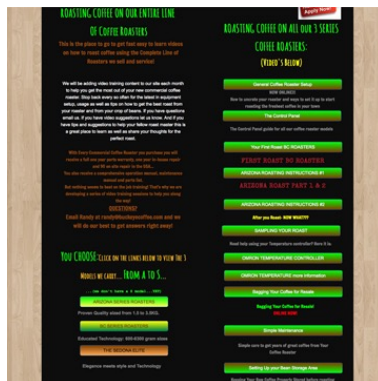


ARE YOU OK WITH K CUPS?



FUTURE DVD TAKING YOUR ROAST TO THE NEXT LEVEL

BC NEWS



SHOWN ABOVE: SOME OF THE VIDEO CLIPS AND PDF TRAINING ON OUR WEB SITE

IF KNOWLEDGE IS POWER...

“Knowledge comes by eyes always open and working hands; and there is no knowledge that is not power.” R.W. Emerson

IF KNOWLEDGE IS POWER... HOW STRONG ARE YOU?

“KNOWLEDGE IS POWER” This phrase is attributed to Francis Bacon in 1597. Most of us have heard a form of this phrase. And I think most would agree that the more one knows the more one can direct their energy to accomplish more good. But taking time to assimilate knowledge is work. And being able to use ones time in the best way to get the most accurate knowledge is a challenge in todays world. For example: just type in the words “Coffee Roasting” into Google and see what happens... I got about 2,260,000 results...

“KNOWLEDGE IS POWER”

-Francis Bacon 1597 C.E.

Got a few minutes to check out those links?... I think you get my point. So where can we go to get quick precise information when we need it?

EDUCATION & TRAINING PAGE

To be honest with you all, when I first jumped into coffee roasting I knew nothing. I have been drinking coffee most my life but knew almost nothing about it. Now you thought 2.6 million results were a bunch for coffee roasting... Go back and type into Google just the word 'coffee'... 1,090,000,000 results...

How many lifetimes would you need just to read that?

So right away when starting Buckeye Arizona Roasting Company we saw the need to provide precise knowledge and training...

Sounds easy... But we are still learning. Many places we expected to get precise knowledge offered little or no knowledge. Others provides bits of knowledge with a lot of 'fluff'.

What we've got...what we need...

Ok, so we knew right away we had to have manuals for our equipment. The manuals provided by most manufactures were very minimal. So that has been a real big job... And it continues to be a work in progress. For example: On the Arizona Roasters we started with about a page of translated notes that in English did not make much sense. No fault to anyone. Each language has it's own sentence structure. So our first manual was about 27 pages.

Then after looking we added an extra page. Then after getting emails from customers with various questions we saw the need to add more. So we are working on the 3rd addition. And more will follow as our customers request more details.

Next- I am a man that wants to read but also have demonstrated to me 'how to' do it. So I need videos. No problem- so I thought until I found out a 5 minute video may take 5-10 hours to produce... Ok, so we are getting more videos on line... We have many more planned. PLUS: We are asking you to tell us what you want. And some of you great folks have provided a list of more "TO DO" videos we will be working on over the next month...

What can you do?

Take some time while drinking a great cup of coffee and watch some of our videos! Need some general instructions on how to roast? Theres a few videos for that. Need help at bagging your own coffee? Theres a video for that... And the list goes on.

Type the word
'Coffee'
into Google



Checkout our Education
& Training page at

buckeyecoffee.com

for some concise videos
on how to roast...

How to bag coffee...

How to setup a roaster...

[MARCH SPECIALS:](#)

March 31st, 2015 ends our specials of three of our best selling roasters: **The Arizona 1.5** has free shipping on all models. (In Stock or Custom Order) We have some in stock gas/LPG and are getting in more electric in Black, Red and Purple... Plus you can custom order yours in color, housing and Logo plus your choice of parts. **The BC-2000** is quickly becoming the size of choice and at a great price of \$5599 plus shipping (save \$400 until 3.31.15 on in stock or custom order) **The Sedona Elite Models** both come with a coffee starter pack of 25lb. coffee and 20 one pound bags until 3.31.15... Plus the Elite 3200 is \$1000 off list price until 3.31.15

GREAT COFFEE STARTS WITH GREAT BEANS

Anyone in the coffee world for any time quickly learns the phrase “**Garbage in... Garbage Out**”

You cannot make good coffee from bad beans. You need the best beans you can buy. It helps even more when the people selling you beans shares their knowledge of the best way to roast beans as well as other pointers. It also helps when their priced right. Yes- we all love great coffee but most of us are in the business to support ourselves and our family so making money is part of that process...

[So where to go to find Great Prices, Great Beans, Great Advise?](#)

One of the answers is to also look for ‘**Great People**’. We found all the above at our personal favorite place:

Bodhi Leaf Coffee Traders

www.bodhileafcoffee.com



If you are in business and need large lots they have you covered. If your small and just getting started they are there for you. Check them out and be pleasantly pleased with some of the best coffees in the business!

[Are you OK with K-CUPS?](#)

Whether you personally use or like K-Cups or not is not the issue. The simple truth is K Cups are becoming one of the most popular ways to drink fresh roasted coffee these days. And while K cups are not the cheapest way to drink coffee by the cup they can be economical for the customer that only wants a cup at a time. The real question is:

Are you selling your fresh roasted coffee in K-Cups?

Until now most roasters would have to answer 'NO'. The reason has been quite simple: The cost to have the large K cup producers run a batch is quite expensive. Some companies require you to run a batch of 50,000 or more. What about buying your own equipment? Most companies (and there are not many) that sell equipment require thousands and thousands of dollars to get started...

Time For Change

Very soon we will be unveiling an opportunity for all commercial roasters to get into the K Cup sales business for less than a \$2000 investment. Many roasters could recoup that investment in just a couple months as customers buy up K cups by the thousands weekly. And most of them are not getting fresh roasted coffee in their cups...

Interested?

Email Randy or your local sales rep and say

"I'm OK with K Cups"

Your sales reps are:

ARIZONA USA: BRIAN ANDERSON:

brian@buckeyecoffee.com

TENNESSEE & SE USA: JEREMIAH BARRETT:

jeremiah@buckeyecoffee.com

The rest of the states: info@buckeyecoffee.com



FUTURE DVD: [TAKING YOUR ROAST TO THE NEXT LEVEL](#)

We are working on a DVD training program that teaches some advanced features in coffee Roasting... In time we will add video from other roast masters to help make this a complete program so you can take your roast to the next level. It will be provided FREE to all past, present and future Coffee Roaster Clients... Stay Tuned!