

## QUESTIONS WHEN STARTING A FRESH ROASTED COFFEE BUSINESS:

### SO YOU WANT TO START A FRESH COFFEE ROASTING BUSINESS

AS WE HAVE TALKED BEFORE FRESH COFFEE MICRO ROASTERS ARE THE WAVE OF THE FUTURE. JUST LIKE THE MICRO BREWERIES HAVE TAKEN OFF OVER THE PAST SEVERAL YEARS AS CUSTOMERS BEGIN TO TASTE ENDLESS MUGS OF GREAT BEER - NOW IS THE TIME FOR SMALL COFFEE SHOPS TO ROAST THEIR OWN BEANS AND SERVE THEM UP AS FRESH AND GREAT TASTING AS IT GETS. BECAUSE OF THIS NICHE MARKET AND THE INCREASINGLY AFFORDABLE EQUIPMENT MANY ARE FLOCKING TO GET INTO THIS BUSINESS ON THE GROUND LEVEL. BUT HAVING LIMITED KNOWLEDGE OF THE BUSINESS THERE ARE MANY QUESTIONS ONE SHOULD ASK BEFORE INVESTING THOUSANDS OF DOLLARS INTO THIS BUSINESS. THEN, AND ONLY AFTER ASKING AND GETTING SATISFYING ANSWERS, SHOULD ONE LOOK INTO INVESTING IN THE BUSINESS AND ANY EQUIPMENT TO GET STARTED. WE WILL TRY TO ADDRESS MANY OF THE QUESTIONS PEOPLE AS US EACH WEEK TO HELP YOU PLAN AND BUY THE EQUIPMENT THAT WILL WORK BEST FOR YOU.

### NEVER STOP ASKING QUESTIONS:

A COMPANY THAT REALLY CARES ABOUT THEIR CUSTOMERS IS READY, WILLING & ABLE TO ANSWERS YOUR QUESTIONS NOT ONLY ABOUT THEIR PRODUCTS AND EQUIPMENT BUT ALSO ABOUT HOW YOU CAN SUCCEED IN THE BUSINESS. IF YOU HAVE TROUBLE CONTACTING AN ACTUAL HUMAN THROUGH EMAIL, TEXT OR PHONE **BEFORE** YOU BUY THEIR PRODUCTS HOW MUCH HELP CAN YOU EXPECT **AFTER** THE SALE. WE ARE A GROWING COMPANY AND HAVE MANY FUTURE PLANS TO PROVIDE FREE EDUCATION FOR ALL OUR CUSTOMERS. BUT RIGHT NOW WE ARE WORKING HARD TO PROVIDE VIDEO TRAINING AS WELL AS MANUALS FOR ALL OUR MACHINES. AS TIME BECOMES AVAILABLE WE PLAN A SPECIAL ADVANCED ROASTING BOOKLET AS WELL AS A BOOKLET ON HOW TO START YOUR VERY OWN ROASTING BUSINESS. BUT ALONG WITH ALL THIS IT IS REALLY NICE TO GET ANSWERS TO YOUR PERSONAL QUESTIONS. TO HELP YOU ALONG THAT ROAD WE HAVE PREPARED THIS ARTICLE TO ADDRESS THE MOST COMMON QUESTIONS WE RECEIVE EACH WEEK. WE HOPE THIS WILL HELP. BUT REMEMBER WE ARE ONLY AN EMAIL, TEXT OR CALL AWAY. SO KEEP ASKING AND WE WILL TRY TO ANSWER EVERY QUESTION THAT COMES OUR WAY...

### COMMON QUESTIONS ABOUT ROASTERS

#### ELECTRIC VS. GAS: WHICH SHOULD I BUY AND WHAT IS THE MAIN DIFFERENCES?

THIS QUESTION COMES OUR WAY MOST EVERY DAY. THE ANSWER DEPENDS ON A NUMBER OF CIRCUMSTANCES. DO YOU HAVE RESTRICTIONS IN THE BUILDING YOU ARE USING TO ROAST? ARE YOU ALLOWED TO HAVE LPG (PROPANE) IN YOUR BUILDING? DO YOU CURRENTLY HAVE A NATURAL GAS LINE OR HOOKUP IN YOUR FACILITY? DO YOU HAVE AND ELECTRIC 220V LINE OR ARE YOU WILLING AN ABLE TO RUN A 220V LINE WITH 30A BREAKER? SOME PEOPLE SIMPLY WANT ONE SOURCE OF HEAT. THAT'S FINE. WE WILL HONOR WHATEVER TYPE YOU WANT. OTHERS JUST WANT TO WEIGH THE PRO'S AND CON'S OF EACH TYPE. SO LET'S DO THAT: A. IF YOU DON'T HAVE A NATURAL GAS LINE THEN LETS WEIGH THAT OUT. IF YOU DO AND YOU ARE WILLING TO HIRE A CERTIFIED TECHNICIAN TO CONNECT THE LINE AND REGULATE THE KPA OF THE GAS THEN THIS MAY BE YOUR BEST CHOICE. IF YOU WANT GAS BUT HAVE NO NG LINE THEN LPG IS YOUR BEST OPTION IF ALLOWED TO USE LPG IN YOUR FACILITY. BUT IF YOU CAN'T USE ANY GAS THEN ELECTRIC IS THE WAY TO GO. YOU WILL NEED A DEDICATED 220V 20 OR 30A LINE

## QUESTIONS WHEN STARTING A FRESH ROASTED COFFEE BUSINESS:

FOR YOUR ELECTRIC ROASTER AND YOU CAN ONLY BUY UP TO A 3.5 KG UNIT IN ALL ELECTRIC. IF YOU HAVE A CHOICE OF LPG OR ELECTRIC BUT ARE NOT SURE CONSIDER THIS COMPARISON: **IF YOU HAVE EVER COOKED ON BOTH A GAS AND ELECTRIC STOVE YOU KNOW THAT GAS RESPONDS ALMOST IMMEDIATELY TO TEMPERATURE CHANGE. ELECTRIC TAKES A MINUTE OR TWO TO ADJUST. ON LPG YOU CAN PREHEAT AND ROAST COFFEE A BIT FASTER AND SINCE LPG OR GAS HAS A SOLID DRUM THERE IS LESS CHAFF OR DEBRIS THAT COULD FALL ONTO BURNERS. ON THE OTHER HAND THERE ARE COMPANIES THAT ONLY ROAST ORGANIC COFFEES AND FEEL THE USE OF ANY FOSSIL FUELS ARE NOT IN HARMONY WITH THE NATURAL ENVIRONMENT SO THEREFORE CHOOSE ELECTRIC. THE BOTTOM LINE IS THE CHOICE IS ALL YOURS. HERE IS A FINAL POINT TO CONSIDER: IF YOU DON'T HAVE A PREFERENCE THEN KEEP IN MIND THAT WITH NATURAL GAS OR LPG YOU CAN USE A VOLTAGE CONVERTER ALLOWING YOU TO PLUG INTO ANY 110V OUTLET. ELECTRIC DOES NOT ALLOW THIS DUE TO THE HIGH WATTAGE OF THESE ALL ELECTRIC MACHINES.**

**WHAT SIZE MACHINE SHOULD I BUY?** THAT QUESTION REQUIRES THE ANSWER OF SEVERAL QUESTIONS DIRECTED TO YOU: **WHAT IS YOUR WEEKLY PLAN? HOW MANY POUNDS DO YOU WANT TO ROAST PER WEEK? HOW MANY HOURS DO YOU WANT TO ROAST PER DAY? ARE YOU DOING ALL THE ROASTING YOURSELF OR ARE YOU PAYING AN EMPLOYEE TO DO YOUR ROASTING?** ALL OUR ROASTERS HAVE BROCHURES THAT SPELL OUT HOW MANY POUNDS OF RAW COFFEE YOU CAN DO PER ROAST AND THE AVERAGE ROAST TIME IS 4 ROASTS PER HOUR. (OUR SEDONA'S HAVE BEEN KNOWN TO DO 5 ROASTS PER HOUR) SO DO THE MATH. SEE HOW LONG IT WILL TAKE YOU TO ROAST YOUR WEEKLY OUTPUT. IF YOU ARE HAPPY WITH THE TIME IT TAKES TO MAKE THE COFFEE YOU NEED FOR A WEEK THEN THAT MAY BE YOUR SIZE MACHINE. **BUT DON'T FORGET TO FACTOR IN YOUR PLANNED GROWTH OVER THE NEXT YEAR.** FOR EXAMPLE: YOU NEED 300 LB. PER WEEK. THE ARIZONA 1.5 CAN DO 13 LB. PER HOUR. SO IT WILL TAKE ABOUT 23-24 HOURS TO ROAST 300 LB. KEEP IN MIND ROASTED COFFEE LOSES 15-20% OF IT'S WEIGHT DURING THE ROAST. SO PLAN ON 100 LB. BAG ENDING UP AS 80 LB. FINISHED PRODUCT. SO NOW YOUR 300 LBS. BECOMES 240 LB. FINISHED PRODUCT. SO YOU NEED 60 LB. MORE FINISHED PRODUCT. TO GET THAT YOU MUST ROAST ANOTHER 75 LBS. SO NOW ADD ANOTHER 6 HOURS OF ROASTING. NOW WE ARE UP TO 30 HOURS TO ROAST A FINAL BATCH OF 300 LBS. IF YOU PAY AN EMPLOYEE \$10 HOUR IT JUST COST YOU \$300 PLUS SOCIAL SECURITY AND OTHER COMPENSATION TO ROAST THAT. SO TO BE SAFE ADD \$1.25 COST TO ROAST A POUND. THAT'S NOT BAD BUT DO YOU WANT TO SAVE MORE? LETS TRY THE SAME PLAN IN THE ARIZONA 3.5. IT ROASTS 30 LB. PER HOUR. TO GET 300 LBS OF FINAL PRODUCT YOU NEED 375 LB. ROASTED. THAT WILL TAKE YOU ABOUT 12.5 HOURS ROAST TIME. NOW YOUR SAME EMPLOYEE ROASTING GETS 300 LB. DONE AT A COST TO YOU OF \$125. LETS FACTOR IN BENEFITS AND SAY \$150. NOW YOUR COST PER POUND IS LESS THAN 1/2 THE COST THE 1.5 ROASTER. (50 CENTS PER POUND VS. \$1.25) IN JUST 17 WEEKS YOU HAVE PAID FOR THE DIFFERENCE IN COST OF A 1.5 VS. 3.5 JUST IN THE MAN HOURS TO ROAST ALONE. IN THAT CASE THE LARGER ROASTER IS WORTH YOUR WHILE. PLUS PLANNING FOR A 20% INCREASE IN SALES OVER THE NEXT 6 MONTHS YOU CAN EASILY HANDLE TO JOB...**BUT THAT IS JUST A SINGLE CASE SCENARIO. WHAT IF YOUR BUDGET ONLY ALLOWS YOU TO BUY THE 1.5? THEN THAT'S WHAT YOU WILL BUY. BUT PLEASE DON'T FORGET TO ALWAYS CONSIDER THE COST FACTOR RATHER THAN JUST THE INITIAL PRICE. FOR EXAMPLE: I HAUL FREIGHT FROM LA TO AZ SEVERAL TIMES A MONTH. I CAN BUY A CHEAP TRUCK THAT ALLOWS ME TO HAUL A FEW ROASTERS PER TRIP. BUT WHEN I FACTOR IN THE COST OF GAS PER TRIP AND THE HOURS EXTRA IT TAKES TO MAKE TWO TRIPS INSTEAD OF ONE BUYING THE BIGGER TRUCK IS A NO BRAINER...** ON THE OTHER HAND WE DON'T WANT YOU TO BUY A ROASTER THAT IS TOO BIG. WE HAVE SEEN MANY PERSONS BUY A BIG

## QUESTIONS WHEN STARTING A FRESH ROASTED COFFEE BUSINESS:

ROASTER ONLY TO NOT SELL ENOUGH TO PAY FOR THE EQUIPMENT AND THEN END THE BUSINESS AND SELL THE ROASTER AT A LOSS. KEEP IN MIND MOST BIG USED ROASTERS ARE HARDER TO RESELL AND LOOSE THEIR VALUE FASTER THAN SMALLER ROASTERS. **SO LOOK AT YOUR PERSONAL PLAN OVER THE NEXT YEAR THE FACTOR IN THE LABOR TO PRODUCE THE ROAST AND CONSIDER WHAT IS THE BEST BANG FOR YOUR BUCK.**

**SHOULD I BUY A STAINLESS STEEL DRUM OR CAST IRON?** AGAIN THE CHOICE IS ALWAYS YOURS. YOU CAN ROAST GREAT COFFEE ON BOTH STAINLESS STEEL OR CAST IRON. **THE CAST IRON USED IN OUR DRUMS ON THE BC & ARIZONA MODELS ARE FOOD GRADE 304 STAINLESS STEEL FROM JAPAN. 304 HAS BEEN RECOGNIZED AS A BETTER STAINLESS STEEL THAN OTHERS SUCH AS 430. 430 DOES NOT WELD VERY WELL AND BECOME BRITTLE OVER TIME. 304 WILL STAND THE TEST OF TIME. OUR ROASTERS HAVE STAINLESS STEEL RANGING IN THICKNESS FROM 3MM TO 12 MM. IT ROASTS VERY EVENLY AND WILL NOT SCORCH BEANS IF ROASTED ACCORDING TO INSTRUCTIONS. WITH THAT SAID I PERSONALLY FAVOR CAST IRON. IT ROASTS FASTER AND MORE EVENLY AND I CAN NOTICE A BETTER CUP WITH OUR SEDONA ROASTERS THAN WITH THE OTHER. BUT IT WILL COST YOU MORE. SO THAT NEEDS TO BE CONSIDERED.**

**HOW MUCH ROOM DOES THE ROASTER REQUIRE?** AGAIN THE BROCHURES ON EACH ROASTER HAVE THE DIMENSIONS. IF YOU ARE IN A REAL TIGHT SPACE WE WOULD EITHER RECOMMEND A SMALL TABLE-TOP MACHINE OR THE SEDONA ELITE 3200 THAT HAS THE CHAFF UNIT BUILT INTO ROASTER. KEEP IN MIND THAT ON ALL THE MACHINE EXCEPT THE ELITES YOU MUST ALLOW ROOM FOR A FLOOR OR TABLE MOUNTED CHAFF OR CYCLONE UNIT.

**THESE ARE JUST A FEW OF THE MANY QUESTIONS WE ANSWER EACH WEEK FOR OUR CUSTOMERS. WE WILL TRY TO ADDRESS OTHERS MONTHLY. ALSO WE ARE WORKING ON A QUESTION AND ANSWER BROCHURE TO ADD TO OUR SITE TO HELP ALL CUSTOMERS TO FIND THE ROASTER AND EQUIPMENT THAT FITS JUST RIGHT IN YOUR BUSINESS!**