

**“YOUR
SUCCESS
IS OUR
SUCCESS”**



**MARKET PLAN:
HOW TO MARKET
MY BUSINESS**



**HOW TO:
SELL COFFEE IN
THE SUMMER**



**WHAT TO BUY?
CHOOSING
EQUIPMENT
WISELY**

BC NEWS



UP TO DATE NEWS & INFORMATION TO GROW YOUR BUSINESS



HOW TO MARKET YOUR FRESH ROASTED COFFEE BUSINESS

Coffee is the second most traded commodity in the world. And coffee has been sold and marketed for years. You can find a large variety and many different brands of coffees in almost every store. So logically the question comes up:

**WHAT MAKES YOUR
COFFEE STAND OUT
AMONG THE
CROWD?**

**HOW WILL YOU
MARKET YOUR
COFFEE?**

HOW CAN I MAKE MY COFFEE STAND OUT AS DIFFERENT AND SOMETHING MY POTENTIAL CUSTOMERS WILL CHOOSE OVER ALL THE OTHERS?

First and foremost, never forget your customers have many choices. Always try to put yourself in the shoes of your customers. Why would anyone choose a bag of coffee that may cost \$14-17 when they can buy a bag for \$6-8? The bottom line is, the proof is in the cup. If the smell and taste of your coffee is not exceptional, then nobody wins. So the first thing to do is learn how to roast great coffee. Take note of how this is achieved:

FIRST: PRODUCE GREAT FRESH ROASTED COFFEE:

BUY THE BEST RAW GREEN BEANS YOU CAN GET:

Develop a relationship with your coffee supplier. Get his input on the best coffees he sells and the recommended roast profiles for each variety.

MAKE SAMPLE ROASTS AND CUP YOUR COFFEE:

Once you find the best way to roast each variety, record and repeat each profile.

FIRST IMPRESSIONS COUNT: Make your product stand out and look great. When your coffee is surrounded by the offerings of others, why choose yours? Pick your bag and labeling that makes your coffee look exceptional on the outside. Once they open up to the inside, they will know they made the right choice.

MAKE AND SELL ONLY THE FRESHEST COFFEES IN YOUR AREA: Your coffee should be bagged and ready to sell within a day of being roasted. Fresh roasted coffee should ideally be sold the week it's roasted, and the entire bag should be consumed within the first 3 weeks of the roast date.

ADVERTISE FRESH: Every bag you sell should be dated with the actual date you roasted coffee. And don't let a



How can you make your coffee a 'BEST SELLER?'



Start with the best beans



Get Your Coffee in Their Cup



**MARKET:
RETAIL & WHOLESALE**

customer see or buy a bag that's more than a few weeks old.

NOW THAT YOU ARE PRODUCING THE BEST FRESH COFFEE AROUND, HOW DO YOU GET IT INTO THE CUPS OF YOUR FUTURE CUSTOMERS?

MARKETING: GET YOUR COFFEE IN THE CUPS OF YOUR CLIENTS!

Most people don't really know how great fresh roasted coffee is until they try it. Many people think they are already drinking fresh roasted coffee. So the ***revelation comes in the cup***. You must get fresh roasted and freshly brewed coffee into your client's cup. One way to do this is to make and offer cups to your clients. Another way is to get samples of whole bean coffee they can grind and brew and drink. But many really need educated as to the best way to brew the perfect cup. So along with great coffee comes the need to educate your clients. If you can, make fresh pour overs, fresh French press drinks and other just made coffee. Make sure your customers know the importance of grinding right before they brew-explain how quickly the oils in coffee evaporate when coffee is ground. And that much of the flavor is in the oils. Explain the importance of the best tasting water. Then explain how vital it is to have the proper brew temperature. Then trust that your kind education will lead your potential clients to sample your roast. Just-roasted high quality coffee will open the eyes of your clients and their taste buds will love you for their new found discovery... NEXT QUESTION: WHO WILL BECOME YOUR CUSTOMERS?

NOW THAT WE HAVE CONSIDERED THAT WE MUST MAKE GREAT COFFEE, WE SEE THE NEED TO GET YOUR FRESH ROASTED & FRESH BREWED COFFEE INTO THE CUP OF YOUR POTENTIAL CLIENTS

NOW WE NEED TO FIND ALL OUR CUSTOMERS

Down through the years there have been many great products produced that never got off the ground because they were never marketed properly.

SO A WELL PLANNED OUT MARKETING STRATEGY IS VITAL

THINK RETAIL AND WHOLESALE:

The two categories a roast-master must focus on is wholesale and retail. If you already have a retail shop and you are moving from buying fresh roasted coffee to roasting your own you already have a retail market. Perhaps now that you are roasting and bagging your own at about 1/2 the price you bought coffee before you will want to focus on selling more bagged coffee retail at your shop. Many roasters are selling coffee in 1/2 lb., 12oz and one pound bags. Size choices are very helpful at reaching a price point that makes it easy for your customers to grab a bag to take home. Another huge market is the K-Cup business. Now is the first time that fresh roasting companies can actually produce fresh K Cups.

But what if you're a new startup company that has no retail customers? This is where you need to get creative and get out to farmer's markets, sell coffee by the cup and bags and k cups all in one place. We have several customers that have vendor's trailers that are adding

fresh roast to their menus. We also have companies building or adding built in coffee roasters that customers can see while the coffee is roasted right before their very eyes. Not to be overlooked is selling fresh roasted coffee on the Internet. Along with your own site, there are unlimited vendor type websites on which you can sell fresh retail coffee. If you do start selling on the Internet, do yourself a favor, and call and setup a special business account with the post office to get a good shipping rate. Then either use the post office boxes or buy a special size box that allows 2 lb. of coffee per shipment. Offer semi monthly clubs, as customers really should get fresh coffee every 2-3 weeks, not monthly. Some websites to consider selling retail coffee are eBay, Amazon, Etsy, Pinterest and the list goes on. Then too, consider the discount websites that may not initially make big profits but will get your name and brand into retail customers hands. One such example is Groupon. Look around and do web searches. You will find more.

WHOLESALE SELLS MORE COFFEE FASTER

When you see you can That you can make \$10 or more per pound retail, you may shy away from making 1/2 that selling wholesale. But that would be a huge mistake. Why? First of all, you will sell many more pounds to each wholesale client and will get weekly and monthly accounts. Take a moment and think of all the places that serve coffee. Many of these are potential clients to buy 5lb. bags of coffee at a time. Some may buy several 5 lb. bags a week. Even shops that sell cheap, not so good coffee are candidates to offer premium high grade coffee as a choice to customers. For just a little more money per cup a customer can get great coffee vs. not so good coffee. And if you specialize in several regular offerings, your retail shops may want to offer 2 or more varieties of premium roast. And while your in the shop, let them know they can make extra money selling your bagged coffee either by the pound, 1/2 pound or 12 oz. bag. And if they really want to promote their own business, they can sell their own private label brand. It does not cost you a penny more to custom label bags of coffee. Just a few moments to design a label. And for private label, offer the bags for 25-59 cents more per bag. It puts a little more in your pocket and if they decide just to use your brand, you promote your brand to more customers that might buy direct next time.

Now while talking about selling your coffee wholesale, you don't need to limit your sales to shops that sell coffee by the cup. You can offer all retail shops a chance to cash in on the fresh coffee awakening. What if a company is unsure? Why not offer to consign a dozen bags at a lower profit rate to the shop. Once they see how many buy fresh coffee they may decide to buy the next order outright and get a lower price.

These are just a few ideas for selling coffee by the cup, bag or K-Cup. What about roasting bulk coffee for larger businesses wanting 500 or more pounds per week? This may be another area where you can quickly pay off your existing equipment and then buy even a larger or 2nd machine to double profits.

This article is just a beginning of the discussion on marketing. There are many more potential areas to market your product. Breweries are now making beer with coffee and want high quality coffees. What about chocolate covered coffee beans?... The point is to think



outside the box. Look for standard markets but don't limit yourself. Continue to look for new fresh markets. And never let the quality of your coffee drop. Continue to grow as an artisan of fine roasted coffees.

SELLING COFFEE IN THE HEAT OF THE SUMMER

We all love a great 'cup of the bean' on a cold winter day. But now that summer is upon us and many parts of the country are heating up how can we keep our coffee sales up? If you live up north you still can enjoy those cool mornings. This is the time most folks stumble to the kitchen to 'grab a cup', but out west here where Buckeye Roasters got it's start we wake up to 80f- 90f mornings with temps roasting into the 110-115f mark... (There's a reason we named our company 'Buckeye Arizona **Roasting** Company'... and it's not just the coffee that's **roasting**...)

Anyway, while we can expect a few less coffee cups in the summer, we do not need to miss out on coffee sales during these warmer months. Here are a few ideas from experienced shops that keep busy in the hot summer heat:

IT TURNS OUT SUMMER IS A SLOW TIME FOR MANY BUSINESSES

It's not just the coffee shops that experience slowdowns in the summer. there are many reasons for this. People are very active in sport and play and do not focus as much on many types of shopping. So if your business, or the businesses you sell to, are not in or near the summer 'hot spots', you could lose business in the summer. The key is not to wait until summer to plan or deal with slow times, plan ahead! 3 suggestions for all businesses:

KEEP A STEADY MARKETING CAMPAIGN GOING

CONTINUE TO NETWORK WITH POTENTIAL PROSPECTS**CREATE NEW PRODUCTS THAT FIT WITHIN YOUR NICHE**

So how is your marketing campaign? Do you have one? The article above gives you a few ideas to start with, but really, the sky is the limit. Never stop looking for new ways to promote your product and new inexpensive advertising methods. Surprisingly, many successful businesses get free advertising on Craigslist. Have you tried that? There are also many other ways. Don't stop looking for new customers.

Do you have a network? If not start right away. Facebook, LinkedIn, Twitter have all added to new customers. Plan some special events or special offerings to attract new customers, but don't forget to also reward present customers as you want to keep them for life!

NEW PRODUCTS: it's a no brainer that cold coffee drinks are the in thing in the summer months. Some companies are adding and creating all kinds of new coffee flavors to add to their lineup. But aside from the icy cold flavor drinks, be aware that some coffee blenders are combining Latin American & African coffee's designed to taste good cold. Research the web and the market to find new drinks as well as products that will draw people to your coffee shop... do you serve coffee candy? coffee cake? coffee beer? the list goes on.

DURING THE 'SMOOTH SUMMER MONTHS' WORK ON YOUR PLAN

In our last newsletter we talked about your business plan. How is that working for you? Is it in writing for you to review and your investors to consider? are you planning and reaching your short-term as well as building for your long-term goals? Or is it still in your head and not yet at work for you? Now is the time to get it done. Also to start getting your marketing plan in place and continue to develop and expand it...

TAKE A GOOD LOOK AT THE IDEAS ABOVE AND GET YOUR PLANS UNDER WAY. STICK TO YOUR PLAN AND SUCCESS AWAITS YOU!

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 ask 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 answer 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 an electric 220V line or are you willing and 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: If you don't have a natural gas line then let's 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 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 its weight during the roast. So plan on 100 lb. bag ending up as 80 lb. finished product. Now your 300 lb. becomes 240 lb. finished product. So you need 60 lb. more finished product. To get that you must roast another 75 lb. which adds *another 6 hours of roasting*. Now we are up to 30 hours to roast a final batch of 300 lb. If you pay an employee \$10 hour, it just cost you \$300 plus social security and other compensation to roast that. To be safe add \$1.25 cost to roast a pound. That's not bad but do you want to save more? Let's try the same plan in the Arizona 3.5. It roasts 30 lb. per hour. To get 300 lb. 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. Your cost per pound became less than 1/2 the cost of 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 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 stainless steel used in our drums on the BC & Arizona models are food grade 310S stainless steel from japan. 310S has been recognized as a better stainless steel than others such as 304 or 430. 304 is great and we have used this in the past. But it does expand quite a bit when heated. And 430 does not weld very well and may become brittle over time. 304 will stand the test of time. But 310 does even better. 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?

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 machines 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!