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Client Case Study

(note. This case study is based on real information provided from multiple similar businesses. Results will vary from business to business however the information below is a good snapshot of the affect micro roasting has had on this type of business)

Business type: Multi site bakery/ cafe

The owner operates 6 cafes and a bakery. He was spending approximately \$220,000 on roasted coffee per year and wanted more control over his business. He also wanted to create his own special blend to suit his customers with a view to eventually market this to his wholesale customers.

Pre Smart Roast™ micro roasting

- Cost per kg from supplier: \$28.00 per kg
- Retail sales of coffee- not possible as no margin
- Own brand- not possible

Post Smart Roast™ micro roasting

- Cost per kg \$14.50 per kg (after green bean cost, power etc)
- A new brand has been developed to market his roasted coffee to retail café and wholesale bakery clients.
- Estimated extra profit over next 5 years: **a whopping \$421,200**
- Estimated increased business worth on selling: **\$252,720** (based on extra ebit p.a. x 3)
- Total estimated financial benefit after 5 years if business sold: **\$673,920**

“I had been with my coffee roaster for over 5 years and had spent close to \$1million with them over this time. I then realised who was benefitting most from the relationship! It was then that I decided I would control this side of my business rather than someone else. The financial gains have made the decision a ‘no brainer’ for me and The Coffee Workshop has provided the knowledge, equipment and ongoing support to make it happen.”

**THE COFFEE
WORKSHOP**

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