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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 effect micro roasting has had on this type of business)

Business type: Single site café/ bakery

Small neighbourhood café with an average coffee usage of 15-18kg per week. Client wanted to cut costs and create new revenue by selling roasted coffee to her regular customers. She also wanted to learn more about the coffee being sold at her premises and share this with her customers.

Pre Smart Roast™ micro roasting

- Cost per kg from supplier: \$32.50 per kg
- Retail sales of coffee- not possible as no margin
- Own brand- not possible

Post Smart Roast™ Micro Roasting

- Cost per kg \$16.00 per kg (after green bean cost, power etc). Saving: 50%
- Now selling roasted coffee at very good margins to existing customers.
- Boosted coffee usage to 20+ kgs per week, sometimes hitting 25kgs
- Estimated extra profit over next 5 years (based on current savings plus profit from extra revenue opportunities) approx. **\$100,000.00**.
- Estimated increased business worth on selling: **\$60,000** (based on extra ebit p.a. x 3)
- Total estimated financial benefit after 5 years if business sold: **\$160000,00**

“We were looking for a new dimension to our business to make it more profitable and give us an advantage over our competition. Roasting our own coffee had always seemed to be out of reach for us but with The Coffee Workshop system it is both economic and incredibly easy to get under way. It is honestly the best thing we have ever done!”

**THE COFFEE
WORKSHOP**

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