



PRESENTS



VALUABLE CONTENTS INSIDE.....

If you are ready to take your coffee business to a new level, then what you are about to read could be the start of a new and exciting time for you, your staff and most importantly, your customers.

So find a quiet place, make yourself a coffee and imagine a future with your very own micro roast system. The future has arrived!



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www.thecoffeeworkshop.co.nz

Introduction to the “Smart Roast™” system:

The following pages will potentially change you and your business forever! We will reveal new opportunities that are now available to small coffee businesses everywhere. The resulting benefits will include:

- Substantially increased profits over the life of your business
- Increased revenue opportunities
- Reduced direct costs
- Enhanced customer experience and satisfaction
- Additional control over your own business including your own brand development
- A new buzz and excitement that flows to customers and staff alike
- An increase in your business worth (if or when you decide to sell)

**THE COFFEE
WORKSHOP**

Coffee Workshop (2014) Ltd 24b Essex Street, Phillipstown, Christchurch
www.thecoffeeworkshop.co.nz info@thecoffeeworkshop.co.nz m.021 334 332





“Smart Roast™” Micro Coffee Roasting

Small scale, ‘artisan’ food and beverage production is experiencing spectacular growth. Micro production of craft beer, cheese, bread, wine etc is sweeping the country and indeed the world.

Coffee is no different. As the coffee industry continues to evolve in New Zealand, so does the need for cafés and other coffee retailers to reinvent themselves in order to keep up with trends and survive. The recent drift towards corporatisation of the coffee industry through acquisitions and takeovers is making it increasingly difficult for small independent coffee business owners to differentiate themselves from their competitors. Our goal is to assist these businesses to control their own destiny, reduce costs and increase profits by helping them set up micro coffee roasting facilities within their ventures.

The Coffee Workshop has spent three years developing the ‘Smart Roast’ system to allow even the smallest café or mobile coffee business to roast their own coffee, control their own future and make more profit!



Our Vision

To be the leading provider of **micro coffee roasting** services in New Zealand

Our Core Values

Embrace and drive innovation and change

Treat our customers as we would treat ourselves

Deliver products and services that are **SECOND TO NONE**

Be passionate and dedicated in all things we do

Create more with less

Have fun!

About Us

The Coffee Workshop was formed in early 2014 and is growing rapidly. Our “Smart Roast™” system includes:

- Import and distribution of micro coffee roasting equipment suitable for on-site coffee roasting
- Roaster installation consultancy service
- Training and education of all aspects of the roasting process
- Coffee blend design and development service
- Ongoing supply of pre-blended green beans and other café supplies.
- Ongoing training and support
- Coffee machines and grinder supply and ongoing equipment servicing.
- Barista skills training
- Back-up roasted coffee supply (contract roasting)

The equipment



Equipment: Sono Fresco Fluid Bed Roaster

(The game changer)

- Stylish
- Creates theatre
- Compact
- Automated
- Consistent roast every time
- Multiple roast profiles allows unlimited variations
- Software controlled. Bluetooth capable
- Continuous production capabilities
- Easy to install and use- minimal skill required
- Multiple roasters can be installed as production demands grow
- Very cost effective

We have a range of other roasters, coffee machines and grinders to suit your every need.....



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Third Wave Coffee

The **third wave of coffee** is a movement to produce high-quality coffee, and to consider coffee as an artisanal foodstuff, like wine, rather than a commodity. This involves improvements at all stages of production, from improving coffee plant growing, harvesting, and processing, to stronger relationships between coffee growers, traders, roasters and baristas, to higher quality and fresh roasting.

Third wave coffee aspires to the highest form of culinary appreciation of coffee, so that one may appreciate subtleties of flavour. Distinctive features of third wave coffee include direct and ethically traded coffee, high-quality beans and variable roast profiles. It also includes the revival of alternative methods of coffee preparation, such as vacuum coffee and pour-over brewing devices such as the Chemex and Hario V60.

Our “Smart Roast” system helps coffee businesses catch the Third Wave.



The cost- options



1

“Outright Purchase”

From \$8650 + gst (Sono Fresco)

Includes:

- Training and equipment commissioning
- Blend selection/ design
- Software license
- Ongoing support and training
- Regular barista training
- Equipment service solutions
- Green bean supply contract

2

“Lease/ rental”

From just \$60.00 + gst per week

Includes:

- Lease or rent to own
- Training and equipment commissioning
- Blend selection/ design
- Software license
- Ongoing support and training
- Regular barista training
- Equipment service solutions
- Green bean supply contract

3

“Free on loan”

Equipment provided at no upfront cost

Includes:

- Equipment cost built in to green bean price- POA
- Equipment ownership transfers to clients after agreed time period or kgs purchased for nominal value
- Training and equipment commissioning
- Blend selection/ design
- Software license
- Ongoing support and training
- Regular barista training
- Equipment service solutions
- Green bean supply contract

NOTE: We can design a financial package to suit for all your equipment needs including micro roaster, coffee machine and grinder.

The next step...

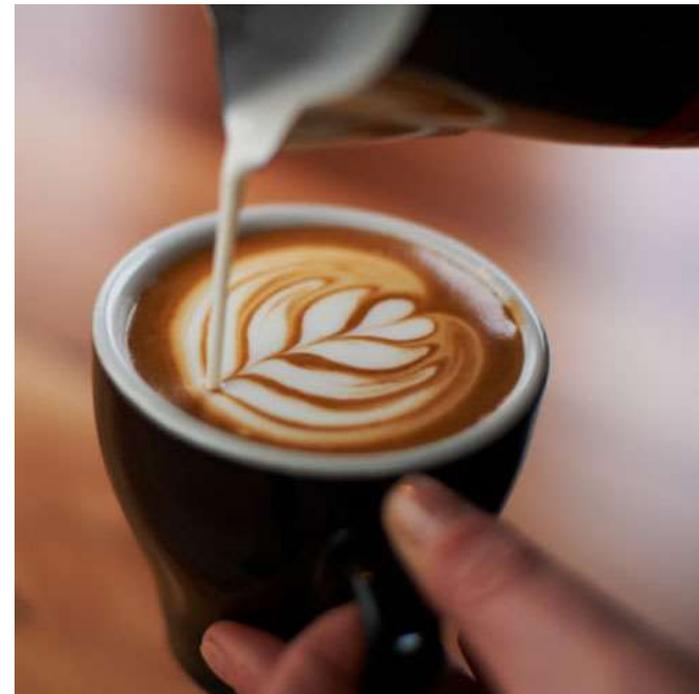


Please ask yourself these questions and if you answer “yes” to most or all of these, then micro roasting is for you!

- | | |
|---|----------|
| <i>Do you want to create more revenue for your business?</i> | Yes / No |
| <i>Do you want to make more profit for your business?</i> | Yes / No |
| <i>Do you want to increase the value of your business?</i> | Yes / No |
| <i>Do you want more control over the coffee you produce?</i> | Yes / No |
| <i>Do you want to create your own branded coffee?</i> | Yes / No |
| <i>Do you want a point of difference over your competitors?</i> | Yes / No |
| <i>Do you want to create new excitement for your business?</i> | Yes /No |
| <i>Do you have space to install a micro roaster?</i> | Yes / No |

(if you answered “no” to the last question then enquire about our contract roast solution whereby you purchase green beans from us and we roast for you)

We look forward to hearing from you.....



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