Coffee Roasting Made Easy

“Build a profitable business roasting one hour per day.”

Edited by Jade Reidy
A Coffee Crafters Publication

Coffee Crafters
Liberty Lake, Washington
WWW.COFFEECRAFTERS.COM
Coffee Roasting Made Easy
Build a profitable business roasting one hour per day

Take your passion for coffee and turn it into a simple, profitable business – it’s easy to become a successful roaster of gourmet coffee, and with roasting equipment and support from Coffee Crafters, you’ll be on your way to profitable results with just one hour of roasting per day.

If you love coffee, make it part of your life. Micro-roasting with Coffee Crafters is simple, profitable, and fun. Coffee Crafters developed its Artisan roasting equipment with a simple goal of sharing the joy of micro-roasting with as many people as possible, while at the same time providing a strong business opportunity.

Coffee Crafters offers the most affordable micro-roasting equipment currently available. It’s simple to use, and produces high-quality roasted coffee that’s on par with much more expensive and complex systems. Newcomers will be roasting beans within 30 minutes after installation and ready to offer the best tasting coffee their customers have ever experienced.

Our customers – who range from individual home roasters to independent coffee houses and non-profit organizations utilizing roasting as a fundraiser can make a $50k profit with just one hour of roasting per day. Packaging and marketing is up to you; make it as simple or extensive as you want– however you approach the business side, you’ll be providing a product that people love, and that most people consume almost every day.

One of the great myths of the coffee industry is that roasting is a complex process that requires years of experience. It’s simply not true. With the Artisan system from Coffee Crafters, roasting is simple and cost-effective, and enables you to produce delicious coffee for your business right away.

So read on, and learn how simple it is to become a roaster of fine coffee and start your own successful business.
Contents

1. A new business opportunity .................................................... 5
2. Micro-roasting ........................................................................... 6
3. Buying green coffee beans ..................................................... 8
4. Should I wholesale or retail? ................................................. 11
5. Meet your customers! .............................................................. 13
6. Where should I roast? ............................................................. 25
7. Starting a business ................................................................. 27
8. Marketing..................................................................................... 29
With 65% of Americans drinking coffee daily you’d think that every coffee-related business opportunity would already have been exploited. Fortunately, for those coffee lovers who dream of getting into the coffee business, perhaps the greatest opportunity in coffee has just been made available. This opportunity is micro-roasting. To make this opportunity a reality, a new generation of affordable equipment had to be developed. Along with new equipment, coffee roasting basics needed to be simplified and made available to the general public.

This opportunity has now become a reality for an increasing number of micro-roasters across the country and abroad. We hope the information we provide gives you the confidence to turn your dream of owning a coffee roasting business into a reality.
2

Micro-roasting

Micro-roasting presents a unique business opportunity because the pool of potential customers is so big and the quality of coffee the vast majority of people drink is so bad! The difference between fresh roasted coffee and stale coffee is the same as the difference between fresh baked bread out of your oven compared to the bread you find on the supermarket shelf. Even coffee sold as whole beans you see on display in the supermarket are mostly stale. Two things make coffee go stale: light and air. Coffee displays provide both.

There are many definitions for micro-roasting. Some say it’s roasting batches of 30lbs or less. We define micro-roasting as roasting 100lbs a day or less. Whatever your definition, the advantage is getting coffee in the hands of customers immediately after roasting. With so many coffee drinkers out there you’d think neighborhood roasters would be everywhere. There’s a very good reason why they aren’t and that’s the lack of affordable, easy-to-operate equipment and general knowledge about coffee roasting.
If you google “coffee roasting” and start reading about what it takes to roast coffee you’d think a PhD is required to roast great coffee and that you need to have computer controls to duplicate roast profiles. That was one of my biggest surprises when I started talking to actual coffee roasters. Virtually no one but large roasting plants use computer controls to roast, and large roasting plants do it for production reasons, not quality.

Most roasters would no more use a computer to tell them their batch is finished than a chef in a fine restaurant would use a computer to tell him when the steak is done. Sight, sound, smell and a good bean thermometer are the roasters tools of choice.

Micro-roasters have an advantage over bulk production roasters because they have the ability to deliver coffee to customers immediately after roasting. It’s a supply chain advantage that large production roasters cannot duplicate. So, can anybody learn to roast good coffee quickly? Absolutely, and here’s how.
3

Buying Green Coffee Beans

First, you don’t have to be an expert to source top quality coffee beans. That’s the job of your bean supplier. Finding a reputable supplier is the most important part of starting a coffee roasting business. They are the experts and it is their job to provide you with a consistent, quality product.

The critical element is freight. Here’s the bottom line; coffee prices vary from one broker to the next but the #1 factor you have control over in your delivered coffee price is freight. Green coffee beans weigh about 40lbs per cubic foot, so they are expensive to ship.

Here’s an example of how freight affects your delivered coffee price. If we order one 70kg bag of Guatemala and pay $2.93 per pound, our total would be around $451 for the bag before freight. The freight
charge for a single bag is 60.5 cents per pound, which takes our per pound delivered coffee price to $3.57. If we order 12 bags on one pallet of the same coffee we’d pay 8.5 cents per pound, bringing our delivered bean cost down to $3.02 per pound, a huge difference!

So remember, with truck freight, most of the cost is in that first bag. Additional bags add very little cost, which brings down your delivered bean cost. Green coffee beans last over two years when stored properly so don’t be afraid to stock up!

If you would like to order small, less-than-full bag quantities to get started you’ll get some sticker shock. Expect to pay double or more per pound over full bag prices. That same Guatemala bean that costs $2.93 per pound in full bags will cost $5 to $7 per pound in small quantities. Making money roasting coffee purchased in small quantities is very difficult.

This is why Coffee Crafters formed the Green Bean Co-op. The co-op provides educational resources and best prices in the country for less-than-full bag orders. Our goal through the co-op is to be a bridge for new roasters on their way to full bag orders. You can check out our small quantity bean prices on our website through...
the “GREEN BEAN CO-OP” link. Once our co-op customers are established we’ll help them get hooked up with a full bag supplier so they get the same bean prices we get.

**How many varieties should I stock?**

If you’re a budding coffee snob like I am it can be tempting to offer a lot of different coffee varieties to customers. There are hundreds of varieties to choose from. If your business model is to offer many varieties that are custom roasted in one pound batches, be prepared to substantially increase your start-up costs and decrease your potential hourly gross income. We do the math for you in the “Meet Your Customers” section but a rule of thumb is to add $450 for every variety you stock. If you have four varieties in full bags you have a start-up bean cost of $1,800. If you want to stock 10 varieties you have a start-up cost of $4,500.

My suggestion is to get started by creating no more than four offerings. You can offer a medium or dark roast of each if you want but try to keep it simple. It’s more important to create great fresh-roasted consistency when you get started than to offer every variety under the sun. The Coffee Crafters Green Bean Co-op is a good resource for helping you select the beans you’d like to sell. You can purchase 5lb samplers with five different varieties to test.
Should I Wholesale or Retail?

There are two avenues, wholesale and retail. It’s important to understand how both these options affect your bottom line. You should think about the amount of gross profit you generate per roasting hour.

For our example, let’s take one person roasting on the Artisan 6m coffee roaster. This machine will roast 25lbs per hour of finished product. We’ll look at roasting for one hour a day and compare the gross income potential for both types.

**Wholesale**—Wholesale coffee prices currently run between $8.00 and $9.00 per pound. For the purpose of being conservative the table below shows the $8.00 per pound price. If you do a good job of sourcing your beans, you should have a total bean cost including power consumption and shrinkage of around $4.00 per pound.

If you take your $4.00 bean and power cost from your $8.00 wholesale price you get a gross profit of $4.00 per pound.
Roasting one hour a day for the 251 business days in 2015 you’re looking at a gross income of $25,100.

**Retail**—Retail craft-roasted coffee sells from $12.00 to $16.00 or more per pound. For our example we’ll use the low end of $12.00 per pound for our retail price. With the same total bean cost of $4.00 per pound and a $12.00 retail price you get a gross profit of $8.00 per pound. Roasting one hour a day for the business days in 2015 you get a gross income of $50,200.

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<th>(Per pound)</th>
<th>Cost price ($)</th>
<th>Total cost ($)</th>
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Bottom line, you can double your profits by selling retail. Most of our customers will have a blend of both. Wholesale customers can be easier to obtain to get you started but a steady build-up of retail customers will increase your per hour profits.

If you’re doing the math in your head yes, you can make a 6-figure income roasting with the Artisan 6m roasting only four hours a day—even if you do 100% wholesale. Not bad for a machine that costs less than $5,000. We have customers roasting 100 to 150lbs per day, every day. There’s a reason why coffee is the second-most traded commodity on the planet. Not only do people love to drink coffee, it’s very profitable.
Meet your customers!

**Individuals**—Selling fresh roasted coffee to individuals is a great way to get started in the business. It gives you experience while creating some buzz around the community about how great your coffee is. Don’t be afraid to promote yourself and your coffee. I guarantee people will be telling you it’s the best coffee they have ever tasted. Sell to friends and family first and let them spread the word for you.

When selling to individuals, be prepared to provide some education. You’d think, being the second-most traded commodity, that more people would know about coffee quality but they don’t. Those of us who are coffee snobs understand the difference between fresh roasted Arabica beans and what you buy from the grocery shelf but the average person on the street does not. They will assume a coffee can with “gourmet” on the label is high quality. If you’re selling coffee for $12.00 per pound they’ll need to know why it’s worth more than the stuff they’re buying for $7.00.
The good news is they are usually one fresh roasted coffee sample away from being a convert. And charge for your samples. Get the small sample bags and sell them at a profit. Coffee is expensive and giving it away will reduce its perceived value. Most people will be happy to purchase a sample bag and when they taste the coffee they’ll be ecstatic. Remember, this is retail business, so it’s double the gross profit per roasting hour compared to wholesale.

One very important consideration when selling to individuals is how many coffee origins to offer. I strongly recommend not offering more than four varieties to start with and establishing a house favorite as a staple. This can be difficult as there are hundreds of varieties available. Keep in mind, most customers want consistency and quality and a good house blend will give them both.

It can be tempting to do one-pound custom roasts for individuals but this is a profit per hour killer. Let’s do the math. The Artisan 6m roasts 25lbs per hour roasting full 6lb batches. Roasting one-pound batches cuts your production to 5lbs per hour. That’s an 80% loss of productivity because it takes the same time to roast a 1lb batch as it does a 6lb batch. Roasting one-pound batches will reduce your hourly gross profit from $200 to $40.

If you want to do one-pound custom roasts then you should charge for your efforts. Somewhere between $18 to $24 per pound is a fair price for custom roasting.
Things to remember when selling to individuals:

- Be prepared to educate individual customers about freshness and quality
- Provide small bag samples for sale
- Don’t be afraid to promote yourself and your coffee
- Create house blends as staples to promote customer loyalty and profitability

**Sit-down coffee shops**—Coffee shops are popping up at an ever increasing rate. Most towns with a population of 5,000 or more have at least one. Small coffee shops use between five and 10 pounds of whole bean coffee daily. Medium to large coffee shops use from 15 to 50 pounds daily.

The most approachable coffee shops for a new roaster are the smaller ones. Large coffee shops usually have long-term agreements with suppliers so they are not likely to switch vendors quickly. This is especially true for larger franchise coffee shops. Don’t expect to sell fresh roasted coffee to Starbucks.

Small coffee shops are always trying to differentiate themselves from their larger competitors. Having local, fresh roasted coffee is
a great way for them to do it. It also allows them to add another line of business by selling coffee retail under their label. Remember this is wholesale business for you and retail for them.

Small coffee shops also have less bargaining power with suppliers because of their low monthly volume and lack of supplier choices. It’s a good opportunity for a micro-roaster to provide better quality coffee at a lower price.

**Drive-thru coffee stands**—Drive-thru coffee stands are everywhere on the west coast. If you have them in your area they make great customers. Like small sit-down coffee shops, the small independent drive-thru’s are the most approachable. In prime locations they will consume more coffee beans daily than smaller coffee shops. Even in small communities it’s common for the local drive-thru to consume 10 pounds or more of coffee per day.

That’s a 300lb per month customer and at a $4.00 per pound profit you can expect $1,200 per month in gross revenue. It doesn’t take too many drive-thru customers to make a nice monthly income.

Coffee shop and drive-thru owners will be more educated about coffee and to develop loyalty with the coffee they serve. You must be prepared to do some work on the front end to ease their fears at switching vendors.
Things to remember when selling to coffee shops and drive-thru coffee stands:

- Learn as much as you can about the origin and roast profile of the house blends they currently use
- Don’t approach them before you have developed your own “espresso blend” to sample
- Find out how much they are currently paying for coffee and price yours competitively
- Offer to create a blend for them to sell under their label
- Promote your ability to deliver within 24 hours of roasting.

**Restaurants**—Small, independent restaurants can be excellent new customers. Like small coffee shops they want to find new ways to differentiate themselves from larger franchise restaurants and serving fresh roasted coffee is a good way to do that.

One thing to consider when selling to restaurants is that, like cafes, many of the larger ones have coffee contracts with vendors of coffee makers and coffee-related supplies. The contracts often include the pre-packaged coffee used for these machines. This creates a challenge when trying to sell them fresh roasted coffee.
Smaller independent restaurants are much more approachable and are more likely to see this as providing a competitive advantage over larger restaurants. You may also increase your odds of gaining these customers if you’re willing to grind, package and seal their coffee in the small packets they use to supply their machines. The downside is this will take more work. The upside is that you can charge more for the pre-packaged coffee.

Things to remember when approaching restaurants:

- Focus on the smaller, independent restaurants
- Be prepared to offer a coffee solution to accommodate their existing equipment
- Promote your coffee as roasted and delivered same day
- Find out how much they are currently paying and see if you can price more competitively.

Businesses—Businesses that supply coffee to their employees make excellent customers. Many businesses use coffee service providers who supply the equipment as well as the coffee. The quality of the coffee provided has become the brunt of many jokes, and for good reason. This pre-packaged coffee is almost always stale, bitter and disgusting. Pass the cream and sugar!
For convenience, many coffee services offer Frac pack coffee. These are 2.5oz packets of ground coffee that make one large pot. Grinding and packaging does take extra time but it also boosts your per pound price. Frac pacs usually sell for $12 to $16 per pound. You can also convert them to grinding fresh whole bean coffee. Be prepared to offer a measuring and grinding solution.

Although I don’t promote giving coffee away, it might be a good investment in this case. If you show up with a grinding and measuring solution and make them a fresh pot of coffee you’re likely to gain a customer quickly. As with all of your new customers, promote the “within 24 hours of roasting” delivery. That’s something the competition cannot do and your most important quality selling point.

When you gain a business as a customer you also have access to all of their employees as potential individual customers. Give them an employee discount coupon to bring them on board as a new retail customer.
Things to remember when approaching businesses:

- Come prepared to make them a fresh pot of coffee
- Be prepared to accommodate their coffee equipment
- Once established, market to their employees
- Offer Frac pac options if they’re not interested in grinding whole beans
- Promote your “within 24 hours of the roaster” freshness

**Grocery Stores**—Selling locally grown and processed foods is becoming very popular. This is especially true for small- to medium-sized grocery stores. We have many customers who make grocery stores a substantial or exclusive part of their business.

There are things you must consider when approaching this market. Like restaurants and coffee shops, small independents supermarkets present a great business opportunity. Our customers who market to grocery stores tell us that local grocers are very approachable. Being small, they are constantly looking for opportunities that separate them from the larger supermarket chains. Fresh locally roasted coffee is something the most large chain suppliers cannot offer.
One thing you must keep in mind is packaging. You’ll be competing with coffees in those pretty glossy bags with fancy labels. Pretty bags make even poor coffee look attractive to uneducated coffee buyers. For brands who buy bags by the tens of thousands these fancy bags are very affordable. For small micro-roasters they can be very expensive. You can expect to pay a dollar a bag or more if purchased in quantities under 10,000. You might consider some creative designing of craft paper bags with gas valves. We use a nice Coffee Crafters stamp for our sample bags at the factory that look nice. And don’t forget your bags will need a UPC barcode for each offering.

Another consideration is how much coffee to put in each bag. Traditional ground coffee sells by the pound and customers are used to seeing coffee prices posted in that weight. It can create sticker shock if a customer is cruising down the aisle and finds a price posted at $12 among all the cheap coffee advertised for $8. A very common practice for specialty coffee roasters is to sell 12oz bags of coffee. This puts a bag of locally fresh roasted coffee at $9 sitting beside that $8 bag. Next time you’re in the supermarket look at the weight on the specialty coffee bags and you’ll see what we mean.

To learn more about selling to small supermarkets we have an informative radio interview with Rick Olson from Olson House Coffee in the resources link at the end of this book. Rick is one of our early
customers who used his Artisan roaster to start a very successful business delivering to grocery stores.

Things to remember when selling to grocery stores:

- Focus on small independent supermarkets
- Be prepared to do some creative packaging to compete with other brands
- Promote roasted locally and delivered fresh
- Consider selling in 12oz bags.

Farmers’ markets and craft fairs—Farmers’ markets and craft fairs are one of the top marketing opportunities to promote ongoing retail sales. Don’t forget, retail can double your profit margin over wholesale. People like supporting local businesses and it’s a wonderful venue for showing off your specialty roasted coffee and gaining loyal retail customers.

Some of our customers have tried roasting at the farmers’ market to promote their fresh roasted brands. A word of caution if you’re thinking about roasting on site, going mobile is expensive! Roasting is noisy, which makes talking to customers a challenge if
you’re spending your time at the roaster. It also makes you unpopular with your vendor neighbors.

A better approach is to get a nice A-frame sign board with “Roasted Fresh This Morning!” written on it and a list of your offerings. This will get you the attention you desire and leave you free to talk to your customers. Remember, you’re there to gain long-term retail customers. Customers need to be educated about how wonderful fresh roasted coffee is, so create an environment where you can promote your product. It’s a good idea to create a nice marketing business card as a take away for everyone you talk to.

You might consider investing in some large coffee carafes and providing small samples of your fresh roasted coffee. Nothing sells fresh roasted coffee like experiencing it first-hand. While a prospective new customer is trying your sample you have a captive audience to whom you can promote the fresh roasted coffee experience.

Things to remember for farmers’ markets and craft fairs:

- Promote “Roasted This Morning” to create attention
- Provide small, fresh brewed samples
• Your main purpose for attending is to gain long-term retail customers

• Create a marketing business card with your contact information that promotes your brand.
Where should I roast?

Deciding where to set up your roasting operation is very important. My favorite operations are the ones people run out of their homes. Around 75% of our customers roast out of their basements, garages, spare rooms or out-buildings. Obviously this is the cheapest solution but there are more benefits associated with the home roasting operation. If you only roast for one hour a day it makes it very efficient to eliminate driving to another location and allows you to fit those quick roasts into your daily schedule.

Not all residential neighborhoods allow this type of home business but it’s worth checking with your local government to see if your area qualifies. Our factory is in Washington State just outside of Spokane. We have several roasters in the city who have gone through the process with no problem. We recently did a video interview with Donlee Marlin from Blue Marlin Coffee who had some great insights about permitting and starting a home business. To see the video interview, please go to the resources link at the end of this book.
Setting up a roasting operation with the Artisan 6m does not require a lot of space. The Artisan 6m is specifically designed to fit in small spaces. If you watch the Blue Marlin video you’ll see Donlee set her operation up in a storage room in her basement about 8’ x 10’. This is plenty of room for an entire roasting, packaging and bean storage space. Concrete floors work best for cleaning and if you have an errant bean escape from the hopper, you won’t burn your carpet.

If your area does not permit home roasting you can consider a commercial space. The entire Artisan 6m roasting system is NSF approved so you can put it in any public space including coffee shops and restaurants. Because the roasting operation takes up so little space you might consider leasing a small area in an established business (80 to 100 square feet is plenty). This can save you money over renting an entire building or retail space.

If you are roasting inside, you have to consider where your exhaust duct will go. This system vents just like a clothes dryer and you must have access to clean the exhaust ducts. Setting up your roaster in close proximity to an outside wall works best. Shorter exhaust runs make for more efficient venting and cooling. If you have questions about installation call the folks at Coffee Crafters and they’ll help you make an informed decision.
Starting a Business

As you can see, the coffee roasting business provides us with many options and opportunities to start a business. Hopefully the previous information has given you a feel for the direction you want to take for your new coffee roasting business. Our next step (for some) is the hardest. Like it or not, running a business is not just about the love of coffee. It is prudent to treat your business like a business and not just a hobby. Every great business starts with a plan.

Develop a Business Plan—If you plan to start a business you should develop, at a minimum, a simple business plan that includes startup costs and projected sales. We won’t go into the specifics on how to write a business plan here. There are hundreds of free templates and resources online to help with that.
Licensing and permits

Something that you will want to do right away is look into the licensing and permitting requirements for the area where you intend to do business. This will have an impact on what kind of business you can legally develop so I would do it right away. You may need to contact your state department of agriculture to acquire a processing permit. This permit, if required, will determine how your roasting setup is structured. We recommend doing this first to see if this type of permit is required in your state.

Roasting from your home may be restricted due to city zoning laws. An agricultural processing permit will also call out certain requirements for the room you roast in. Be prepared with your business details when you speak to your city, county or state official. This way you will have all the answers when they ask you critical questions about your proposed roasting business.

As Donlee Marlin suggested in her video interview it’s a good idea to invite the official to your home to give you suggestions on your installation. Once they see your space and understand more about your equipment they can provide suggestions that will save you a lot of time trying to second guess what their objections might be.
Marketing

We get a lot of questions from prospective customers about how people do their marketing. Thinking of how to find new customers can create a lot of anxiety and stop many people in their tracks. This doesn’t have to be the case and there are some very easy ways to attract your first customers. Let’s look at some obvious places to start.

Social media—The absolute number one way to start promoting your fresh roasted coffee is through social media. Do you have a Facebook account? If so, how many friends do you have? If you have an existing Facebook account I strongly suggest creating a business page. This can highlight your brand and you can invite all your friends to “like” this new page. The page becomes a wonderful place to promote your brand and keep followers up to date on coffee-related news and specials.

To get some ideas on how to set up your Facebook business page, go to our Coffee Crafters website and select the “Our Customers” link on the homepage. You’ll see a long list of customer websites.
of which most have a Facebook page link. Look at how many people like their pages! Lots of potential “retail” customers.

Social media is a great way to engage your co-workers and work-related customers. For our customers who use coffee roasting as an extra income, business contacts can quickly turn into great ongoing business. Make sure to have small sample bags for sale to get them hooked. Avoid giving samples away. As stated earlier giving samples away decreases the perceived value and gets expensive quickly.

**Branding**—This is where you get to have some fun. It’s also an area where many people feel uncomfortable. Creating a brand and promoting yourself when you may not feel you have the expertise can be a challenge. Just remember this: once you get the basics of roasting down in your first few hours you’ll be roasting coffee just as well as someone with years of experience. It’s not rocket science so get out there and let “fresh from the roaster” support your brand.

On the top of the Coffee Crafters website you will see “Our Customers” link. Click on this link and look at the variety of creative brands our customers have created: Valley Green Coffee, Gray Ghost Coffee, Blue Marlin Coffee, Cabin Fever Roasters... Most of these roasters started just where you are now, with an idea of starting a coffee roasting business. They created brands, blends, taglines and logos.
I love what Blue Marlin Coffee Co. did with their brand. Take a look at their website with that great Blue Marlin logo and the tagline “Get Hooked”. Click on their “Coffees & Blends” link and see the fun they had naming their different offerings: Marooned, Buried Treasure, Castaway, Island Buzzard and Smuggler. As Donlee explains in her video interview, she started marketing before they roasted their first bean because they knew from being familiar with our equipment that the roasting was the easy part.

**Websites**—It used to be an expensive proposition to create a website. This is not the case today. You can now create a website with a store for very little money and low monthly fees. If your customers know they can order online it will save you time by knowing what your daily roasting orders are. The convenience will boost your sales and give you some additional marketing tools to keep that customer touch going. Create specials to promote on your Facebook page and link them back to your online store!

**Videos**—Ask anyone at Coffee Crafters what our number one marketing tool is and you’ll get “video” with no hesitation. We’ve had tens of thousands of video views and 100% of our customers who purchase roasters say they’ve watched our videos multiple
times. We have a professional media person producing our videos now but in the beginning we made our own, and they still had amazing traffic.

So you’re wondering how you would use a video to promote your coffee roasting business? Well, nothing is better on your homepage than a video of you roasting coffee and explaining how special your fresh roasted and delivered coffee is. People love coffee and if you can express your passion for delivering the freshest coffee they’ve ever tasted you’ll sell more of it.

Some tips we’ve learned from our professional media person. Make the videos very short and spend more time describing how much your customer will love your product and less time explaining how you do it. You want to leave them imagining they can smell those fresh roasted beans and can taste the difference.

What’s the main thing to remember about marketing as a new roaster? Do it! Just because you’re a new roaster doesn’t mean you’re not qualified to promote coffee. You’re not promoting yourself as the seasoned expert. You’re promoting the benefits of the freshest, best-tasting coffee your new customers will have ever tasted.
Join the micro-roast movement

We hope this material has been useful and informative. This is an exciting time and we believe by leveraging the information provided, you’ll be successful with your new business.

But wait there’s more! This book is just an introduction to the resources we provide to micro roasters. We give you access to our video library, customer interviews, installation guide, blog and more in our resources page at www.coffeecrafters.com/resources.

Let us be a part of your new venture!

It’s our passion to help new roasters experience success; you can also give us a call at (509)228-6916. We don’t just sell coffee roasting equipment and green beans. Coffee roasting is in our blood!

Meet our Team:

Ken Lathrop – President, equipment designer and certified coffee snob. Ken’s niece runs Higher Grounds Coffee Roasting with an original Artisan V roaster.

Greg Konkol – President of Accra Fab, our factory business partner. Greg’s wife Judy and her sister run Artisan Coffee Roasting with an Artisan 6 roaster.
Karie Riley – Production Manager for Coffee Crafters. Karie and her sister run Sisters Coffee Roasting with an Artisan 6 roaster.


Dave Marlin – Owner of Marlin Media, our video producer. Dave and his wife Donlee own Blue Marlin Coffee Roasting Co. with the new Artisan 6m roaster.
About The Author

Ken Lathrop has a lifetime of experience inventing and building practical products. A native of the Pacific Northwest of the United States, he spent many of his happiest hours alongside his dad in the workshop with tools and ideas. That early experience saw him go on to build houses and micro light planes, while working as a corporate business consultant.

Ken’s passion for world travel and entrepreneurship came together in Thailand in 2010, where he discovered the joy of coffee roasting. He saw a virtually untapped business opportunity in micro-roasting and went on to invent a unique coffee roaster that could travel the world as widely as he had. Coffee Crafters has rapidly established itself as a global leader in manufacturing affordable coffee roasting equipment. Using his own experience and the experience of a growing number of micro-roasters, Ken and the Coffee Crafters crew have helped hundreds of new roasters to start successful coffee roasting businesses. He now divides his time between product research and developing educational resources for new roasters.