

# COFFEE ROASTING

Growing in popularity in recent years, the coffee roasting business is attracting coffee lovers seeking out high-quality, artisanal coffee from local roasters. This has led to a rise in the number of coffee roasting businesses, providing opportunities for entrepreneurs looking to start their own coffee roasting business - sometimes from the comfort of their own home!

With 65% of Americans drinking coffee daily, you would think that every coffeerelated 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. Especially, if you consider using an electric coffee roaster versus a drum roasting machine.



### OPPORTUNITY

Micro-roasting presents a unique business opportunity because the pool of potential customers is so big and the quality of coffee most people drink is so bad! The difference between fresh roasted coffee and stale coffee is the same 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 supermarkets are mostly stale.

There are many definitions for micro-roasting. Some say it is roasting batches of 30 lbs. or less. We define micro-roasting as roasting 100 lbs. 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 would think neighborhood roasters

would be everywhere. There is a particularly good reason why they are not, and it is because of the lack of affordable, easy-to-operate equipment and general knowledge about coffee roasting.







## GROWTH

Over the last five years, the coffee industry has grown consistently. According to market research, the global coffee market size was valued at USD 102.15 billion in 2020 and is

expected to expand at a compound annual growth rate (CAGR) of 6.1% from 2021 to 2028.

One of the main drivers of this growth is the increasing demand for specialty coffee. This includes a rise in the popularity of artisanal and craft coffee, as well as an increase in the number of specialty coffee shops and cafes. Consumers are becoming more discerning and are willing to pay more for high-quality, unique, and ethically sourced coffee beans.

The increasing demand for convenience and the rise of online retailing have also contributed to the growth of the coffee industry. Many coffee brands and retailers now offer online sales, home delivery, and subscription services, making it easier for consumers to purchase coffee.

In addition, the global coffee market is projected to grow further in the coming years, driven by the increasing popularity of coffee and the growth of the food and beverages industry.







## LOW ENTRY COST

Starting a micro-roasting business can be relatively inexpensive, especially when you consider purchasing a roaster from Coffee Crafters.

Here are three things we can help with to keep costs low:

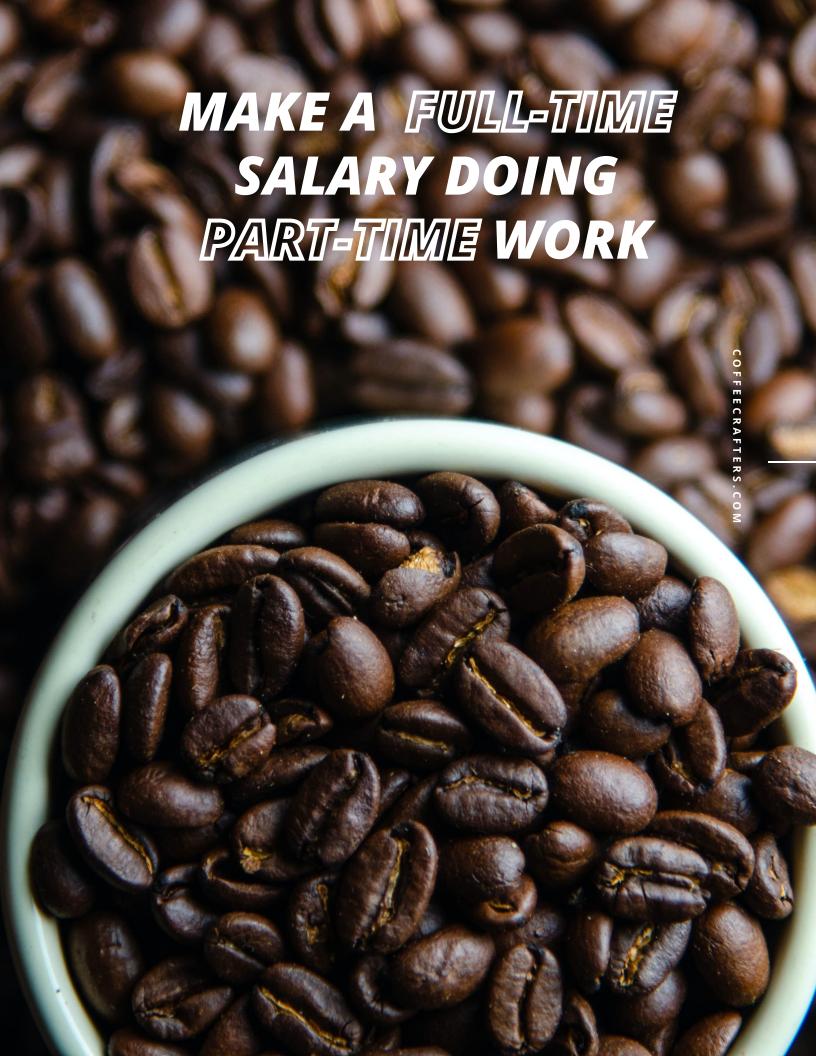
Each of our machines are affordable. You can start roasting for as low as a few thousand dollars! Every machine



is easy to install, easy to maintain, and easy to use. You'll be roasting your own coffee in no time!

Our roasters can be used in the comfort of your home! You can start small and roast at home, using any of our roasters. This is a great way to get a feel for the roasting process and to start experimenting with different types of beans and roasting techniques.

Coffee Crafters can help you source your beans. Specifically, we can help you find green beans that are sold in bulk. Buying in bulk will typically be less expensive than buying smaller quantities. Additionally, we can assist in finding beans that are ethically sourced and organically grown, as these can be less expensive than beans that are not.



### INCOME

The amount a micro coffee roaster can make can vary greatly depending on a number of factors, including the size of the operation, number of hours you put into the business each week/month, and the ability to generate and retain customers.

A micro coffee roaster may generate revenue from a few different sources, such as:

Wholesale: Selling bags of coffee to other businesses such as cafes, restaurants, and grocery stores.



**Retail:** Selling bags of coffee directly to consumers through online channels, farmers markets, and other events.

**Subscriptions**: Offering monthly or bi-monthly coffee subscriptions to customers.

It is difficult to estimate an exact amount a micro coffee roaster can make, as it can vary greatly depending on the above-mentioned factors, but we've seen members of our Coffee Crafter community start microroasting as a side business and make anywhere from \$30,000 to \$100,000 or more per year.





Our selection of coffee roasters are the best on the market. We also pride ourselves on helping our community grow along the way. There is no question we won't work hard to answer and there is no problem we won't tirelessly work to solve.

We would be honored to take part in your new venture. We do not just sell coffee roasting equipment and green beans; it is our passion to help new roasters experience success!

- (509) 228-6916