

# Coffee-Related Research

Some news, information, resources, etc....all having to do with coffee.

## Business / Coffee Market News

### Short-Term

- ❖ Global coffee prices are at a 12-year low given Brazil's elevated production.<sup>1</sup>
- ❖ Shared roasting facilities lower barriers to entry.<sup>2</sup>
- ❖ Politics and coffee
  - Ristretto Roasters controversy.<sup>3</sup>
  - Howard Schultz potentially running for President.<sup>4</sup>

### Long-Term

- ❖ Coffee delivery by drone.<sup>5</sup>
- ❖ China's coffee market - consumption, expansion of existing brands.<sup>6</sup>
- ❖ Climate change, deforestation and disease.<sup>7</sup>

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<sup>1</sup><https://www.ft.com/content/83b1262e-2327-11e9-b329-c7e6ceb5ffdf>

<sup>2</sup><https://dailycoffeenews.com/2019/01/30/a-place-to-grow-shared-production-facilities-ease-entry-for-new-roasters/>

<sup>3</sup><https://www.oregonlive.com/today/2019/01/new-seasons-no-longer-carrying-ristretto-roaster-s-coffee-after-meneither-controversy.html>

<sup>4</sup>[https://www.washingtonpost.com/business/2019/01/28/if-howard-schultz-runs-president-star-bucks-will-be-ballot-too/?noredirect=on&utm\\_term=.54b515e830ae](https://www.washingtonpost.com/business/2019/01/28/if-howard-schultz-runs-president-star-bucks-will-be-ballot-too/?noredirect=on&utm_term=.54b515e830ae)

<sup>5</sup><https://sprudge.com/in-australia-the-coffee-drones-were-looking-for-are-here-139555.html>

<sup>6</sup><https://www.cbsnews.com/news/china-coffee-craze-millennials-embracing-culture/>

<sup>7</sup><http://time.com/5505345/wild-coffee-species-threat-extinction/>

## Coffee Business Strategies

- ❖ Disloyalty campaign - leveraging/networking with other nearby cafes to share customers and introduce others' regulars to your cafe, too.
  - Logos of all cafes printed on a single business card.
  - Customers pickup business card when they purchase their first drink at any cafe.
  - Card punched by that cafe.
  - Customer buys a drink at other cafes, receiving a punch at each.
  - When all logos punched, customer chooses which of the participating cafes to go to for a free drink.
- ❖ Cause marketing - support other organizations, e.g. nonprofits, to brand your shop with what's important to you and/or your community.
  - DipJar
    - Watch this (Dollar For is the focus of a future 'Live Interviews of the Ambitious' event; DipJar is a Partner of theirs).
- ❖ Coffee cupping - hold a monthly, free public coffee cupping in your shop featuring your supplier or your roasts to educate your customers and/or the public.
  - Set aside an area of your cafe during a known slow hour.
  - Work with your supplier to organize/conduct if you don't know how.
  - Have a contest with a small giveaway for the person(s) who guess the roaster's flavor profile.
  - Give a name(s) and a face(s) to those who your customers do not see/know, but are just as important as you for the experience they have in your shop.
  - *This could be for a charge depending on your more enthusiastic coffee drinkers - and you could offer your supplier's higher-end, smaller batches.*
- ❖ Crafting a Strategy - An event I am putting on May 9 @ Boomerang!
  - How to measure and improve customer experience.

## Resources

### Coffee News

- Sprudge (<https://sprudge.com>)
- Daily Coffee News (<https://dailycoffeenews.com>)

### Coffee Blogs

- Barista Hustle (<https://baristahustle.com/blog/>)
  - Technical, science, educational
- jimseven (<https://jimseven.com>)
  - Infrequent, but excellent content by James Hoffman
- James Hoffman's YouTube channel (<https://www.youtube.com/channel/UCMb0O2CdPBNI-QqPk5T3gsQ>)
  - Product reviews, market analyses

### Coffee Retail

- **Mr. Green Beans** (<https://www.diycoffeeroasting.com>) in Portland!
- seattle coffee gear (<https://www.seattlecoffeegear.com>)
- Whole Latte Love (<https://www.wholelattelove.com/>)

### Coffee Ratings

- <https://www.coffeereview.com>

### Technical Information

- UC Davis Coffee Center (<https://coffeecenter.ucdavis.edu/about/>)
- Specialty Coffee Association (<https://sca.coffee>)