

Balancing Between Wants & Needs:

Product Sourcing at Coffee Fest

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Determining Your Business type & Customer Base

1. What businesses are within walking distance to your shop? _____
2. Are you a destination spot or a stop on the way? _____
3. Are you a:
 - a. drive thru
 - b. walk up
 - c. sit-in café
4. Are you near fast food or sit in restaurants? _____
5. Do the shops in your area cater to a certain age group? _____

Creating a Cafe Theme & Promotional Push

- What is your motivation for opening/operating your own café?

- What does/will set your café apart from other cafes in your area?

The Menu

The Products you need

- | | |
|---|---|
| ✓ Keep it simple | ➤ Look for Products that can be used in multiple recipes |
| ✓ Keep it to the theme | ➤ Limiting your flavors selection doesn't mean your limiting your options |
| ✓ Showcase limited drink specials | ➤ Look for products that fit your theme |
| ✓ Use fun names | |
| ✓ Pictures are more enticing than words | |
| ➤ If You Don't have a recipe for it you don't need it | |

Coffee Fest can help! Know What Questions to Ask & When

1. Make a list of what is important
2. Be prepared to Take notes
3. Start with what question is most important
4. It's okay to come back with more questions

Taste Testing

- Taste test with your customers in mind
- Taste test with the Espresso you plan to use
 - Take notes when taste testing
 - Drink water!

The Budget

- Start with a list:
 - Need
 - Want
 - Cool idea
- Put your money where it matters
- Minimize quantities
- Don't try to do everything
- Remember your theme
- Buy what you know you can sell

Involving Your Staff

Involving your staff in taste testing and product selections can:

- ✓ Create Staff loyalty
- ✓ Make Staff are more likely to upsell
- ✓ Help Troubleshoot unexpected problems