



# Southeastern Roastery

Minority-Woman Owned Specialty Coffee Roastery

February, 2020



## Mindfully curating the senses

Our raw coffee beans must be certified by the Specialty Coffee Association, implement programs or projects geared toward women's issues, or be owned or operated by women. Our coffees are largely sourced from women-led import companies.



# Concerns we address through product

- Health - Emphasize importance on healthy drinking patterns, providing products with maximum flavor with less need for unhealthy fillers
- Inclusivity - Use coffee as a conduit for concepts of mindfulness in our thoughts, senses, and actions
- Economic security\* - Support equitable agricultural value chains to reduce risks in economic security

\*References: UN Commission on Status of Women (March 8, 2018) and The COSA Measuring Sustainability Report (2009-2013)

# We address our concerns by



Creating sweet, feminine-forward roasting profiles with maximum flavor, needing no fillers



Bringing customers sensory experiences through site, sound, touch, and taste



Partnering with communities commonly under-represented in food and beverage

# Our approach to business implementation

Import, via direct trade, high quality green coffee

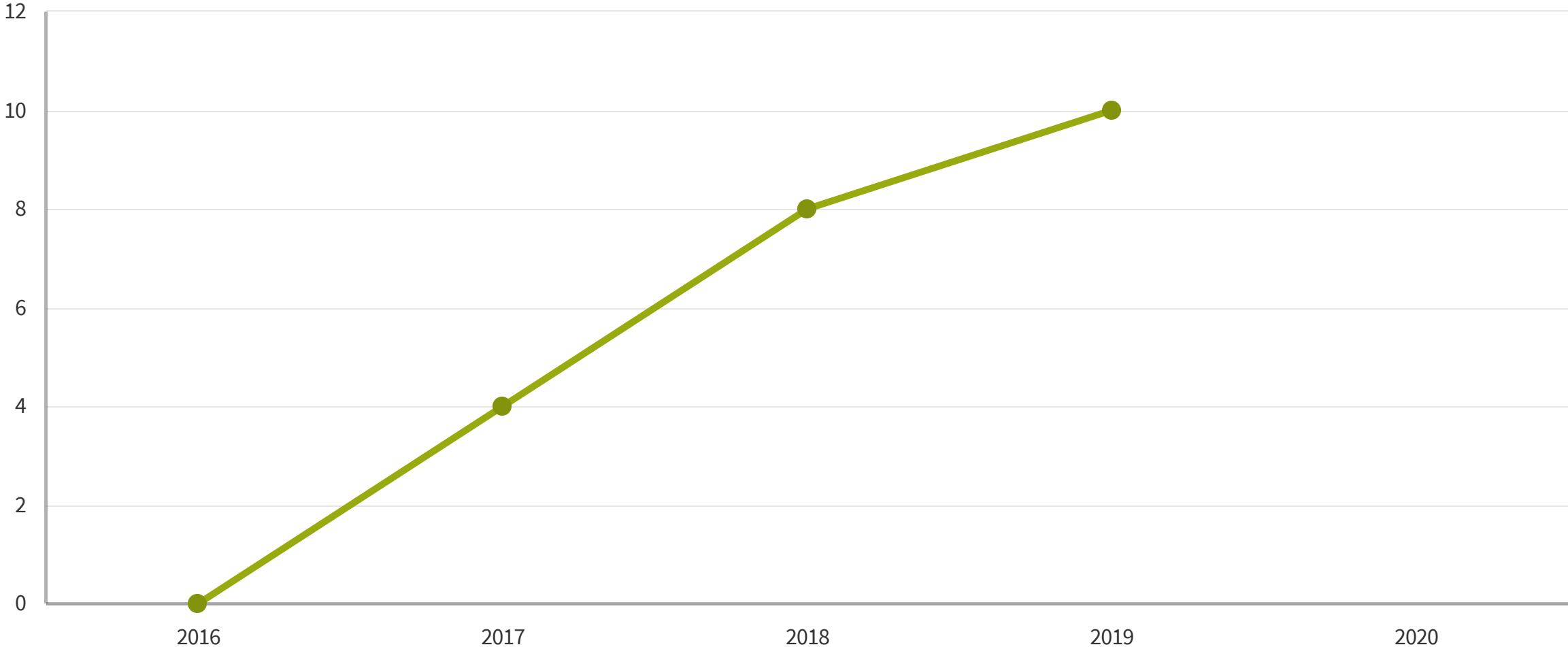
Mindfully roast to pull distinct flavor characteristics

Offer wholesale and retail coffee and sense experiences

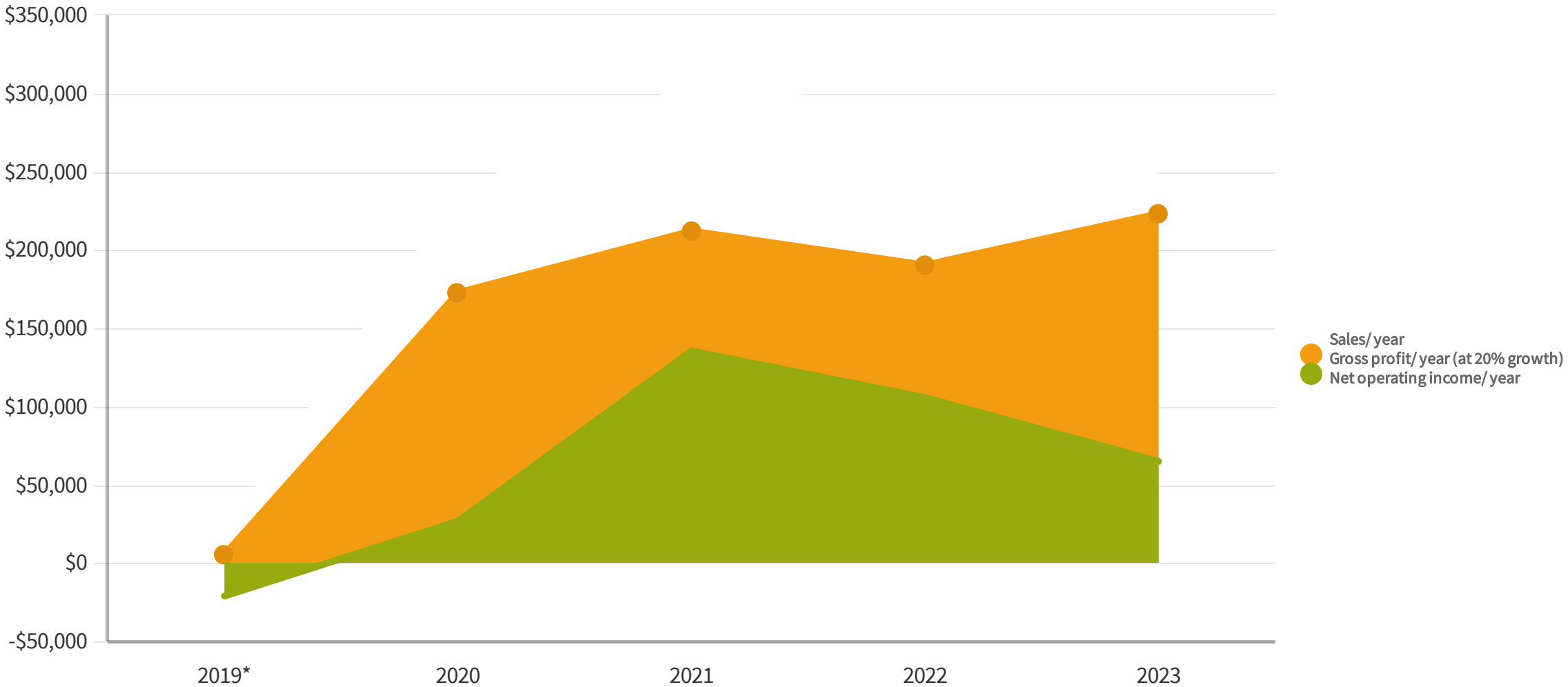


# Southeastern Roastery Account growth: 2016 to 2019

Data as of December, 2019



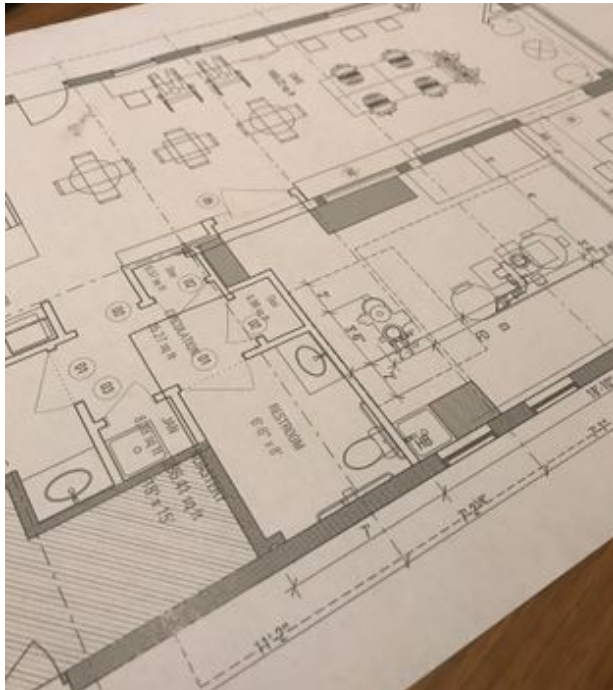
# Growth Projections (\$ US): 2019-2023





# Projected 2020 needs for

- Roaster move (\$2,500)
- Roastery startup, (\$12,500)
- Staffing, (\$92,000)



# Coffee Market

## Current Market Size and Providers

1. US - 80% of adults drink coffee at 18 gallons/capita (5.34 trillion gallons or 57.6 trillion 12oz cups)
2. DC area est. - 6,662,131 12oz cups (\$2,220,708) or 347,000 16oz wholebean bags (\$4,510,421)
3. US - Folgers (38%), Maxwellhouse (33%), Sara Lee brands (10%), private market (8%) , 11% open
4. DC area - Swings, Ceremony, Counter Culture, Vigilante, Compass, Qualia, Nagadi, Lost Socks, **Southeastern Roastery**, Small Planes, Grace Street

Reference: [www.columbia.edu/~en2198/papers/coffeeUSDA.pdf](http://www.columbia.edu/~en2198/papers/coffeeUSDA.pdf) and 2017 US Census Bureau; data per year for most recent available

# DC/MD/VA Customer Segment\*

## Primary

1. Restaurateurs (est. 2,223)
2. Hoteliers (est. 132)
3. Social Clubs
4. Private/public institutions (example: 26 hosp. & univ.)
5. Conventions (1,027)

## Secondary

1. Boutique coffee shops and cafes (1/6 retail spaces in DC, 293 to open in 2018 per JLL real estate)
2. Grocery/ retail
3. Residents (693,972)
4. Visitors (20 million, domestic)

\*Current customer segment is based on business service area and infrastructure constraints. Reference: [washington.org](http://washington.org) (most recent data) and <https://wtop.com/business-finance/2018/>

# Southeastern Roastery Specialty Coffee



Responsibly and ethically source specialty green coffee



Offer full sensory experiences and pairings



Support economic inclusivity and equity

# Who Makes it Happen ?



**Candy Schibli**

Owner/ Head Roaster

Business Development



**Jenny Kassan Consulting**

Attorney

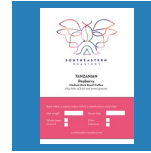


**Advisory Board**

Paula Edme, NAACP

Samuel Demetis, KEFFA Coffee

Van Henderson, former Business Director



**Finance Support**

Lakia Bourne, Accounting

Michele Hallman, Tax Attorney



**Contact**

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