



## PROJECT DESCRIPTION

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### ABOUT THE BUSINESS

Idyll Coffee Roasters will operate a café and coffee roasting facility which will be located at 6330 W. North Ave. Product offerings will be based around our premium roasted coffees. We will offer a variety of single origin and blended coffees with a focus on ethically sourced green coffee. Idyll will put a special emphasis on sourcing coffee from women-owned and operated farms as much as possible. Our roasted coffee will be available to consumers as well as wholesale customers in the local business community – businesses such as restaurants, coffee shops, offices, grocery stores, etc. In the café, our premium coffee drinks will be complemented by a selection of artisan bakery, breakfast items and sandwiches.

Idyll will showcase the talents of local artists and craftspeople by offering space available to display their creations. This will be done either by consignment or by lease. The building provides enough space to host indoor arts and crafts fairs, as well as provide small intimate spaces available for events. Shared workspaces will be offered which could be rented by those who need a more business friendly environment than our busy café can provide.

### STAFFING & HOURS

The cafe and roasting facility will be overseen by Managing Partner and Co-Founder, Karen Kurgan. Café operations will require at least 8 full-time employees and 9 part time.

The café will operate 7 days a week. Hours may vary for events and holidays. Hours of operations for café: Monday-Friday 6am-6pm//Saturday 7am- 5pm//Sunday 7am-4pm

The roastery and wholesale production will operate Monday through Friday from 6am-6pm with the commercial roaster running from 6am-2pm weekdays. Wholesale order fulfillment and roastery clean up will take place from 2pm-6pm weekdays. The roastery will require one full-time Head Roaster and one part-time coffee packer.

Wholesale sales, customer service, and administrative duties will operate Monday through Friday, 8am-4pm, and on Saturdays from 8am- noon. Wholesale and administrative support will require one full-time and one part-time employee. Facility operations will require a number of weekly deliveries from outside vendors. All deliveries will be scheduled to arrive no earlier than 6am and no later than 5pm.



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### ROASTING EQUIPMENT

Idyll Coffee Roasters (ICR) intends to use one of the two following methods to roast coffee. Green coffee beans will be heated via 1) convection; or 2) conduction. Both methods require a commercial grade coffee roasting machine as well as the ability to combine science and art to create various roast "profiles" for coffee beans.

The coffee roasting process typically uses natural gas to heat whole green coffee beans. When heating beans via convection, beans are roasted with hot air. When heating beans via conduction, beans are roasted through contact with a hot drum. The roasting process produces volatile organic compounds (VOCs) and smoke which can negatively impact the surrounding environment, most notably with an unpleasant odor. To eliminate this odor and other harmful pollutants, most coffee roasters utilize a piece of equipment called an "afterburner." An afterburner purifies the exhaust from the coffee roaster by heating the air to a very high temperature prior to the air exiting the stack.

ICR is currently sourcing its production coffee roasting machine, with the most likely candidates being manufactured by California-based Loring Smart Roast. Loring roasters are manufactured in California and used worldwide, including use within domestic American municipalities with some of the strictest air quality regulations in the USA. In addition to having the ability to mitigate negative emission issues, Loring roasters also use proprietary technology to reduce natural gas usage by up to 80% compared to other roasters. By using the same burner to roast the coffee beans and purify the exhausted air, significant energy and emission savings are achieved.

Below are links to Loring Smart Roast's website. There, additional information is available inclusive of roasting machine specifications, manuals and insights on the roasting process. Sharing this information will provide some perspective on ICR's production of roasted coffee. The largest machine that ICR would install can produce approximately 15kg (33 lbs) per batch, which is on the smaller end of the spectrum for a specialty coffee roaster. The largest machines for roasting can produce over 200 lbs per batch.

ICR plans to purchase one of two machines below, or a similarly sized machine from a different manufacturer:

15kg Coffee Roasting Machine: [S15 Falcon - Loring](#)

7Kg Coffee Roasting Machine: [S7 Nighthawk - Loring](#)

If ICR decides to purchase a coffee roasting machine from a different manufacturer, it would be paired with a suitable afterburner to eliminate any concerns that city officials, as well as nearby residents, might have about the coffee roasting process impacting air quality in the neighborhood.