

Step 54 · Wholesale

Frequently Asked Questions

How do I get coffee shops to buy my beans?

Approach shops whose menu and customers fit your coffee, and ask what they need from a supplier. A sample can start the conversation, but switching may depend on dependable delivery, consistency, training, or an existing agreement. Explain what you can actually provide and price that support into the offer. Start with an account you can serve reliably. A lower bean price alone may not outweigh the relationship and services they already have.

How should I set a sustainable wholesale coffee price?

Calculate the cost of the roasted quantity you can actually sell, including roast loss, packaging, labor, delivery, and account support. Add the contribution needed to cover overhead and make the work worthwhile. Compare like-for-like offers by quality, volume, payment terms, and service. A retail discount or another roaster's markup is not a reliable formula by itself. Review the price when input costs or the customer's order pattern changes.

Should I rent equipment to a wholesale coffee customer?

Only if the arrangement supports the customer's service and makes sense after all costs. Confirm drink demand, installation needs, training, maintenance, repairs, and what happens during seasonal closure. Inspect used equipment before committing. Put ownership, payments, care, damage, service responsibilities, and return conditions in a written agreement reviewed by appropriate local advisers. Selling more beans does not automatically cover an equipment investment or its ongoing support.

How can I sell an unfamiliar coffee origin to cafés?

Start with buyers whose menu and customers could suit it, and make the offer clear: roasted coffee or green coffee, available quantities, price, delivery, and support. Invite a small tasting and ask what would prevent a trial order. An origin story helps explain the product, but buyers also need dependable quality and supply. If importing is involved, verify the current requirements and realistic delivery process before promising dates or taking orders.

Educational guidance. Check your own circumstances with the appropriate local professional.