

Finding Your Flavor

Did you know that coffee beans have little to no flavor by themselves? All aspects that go into making a perfect cup (flavor, aroma, taste) actually come from the talented people that roast the beans. That's why smaller, independently-run cafes tend to have much more unique, identifiable flavor than their corporate counterparts.

When you open up a local cafe, much of the focus is put on the artistry of the roast as opposed to the extraction of consumer money. This allows the owners and roasters to really focus on creating a cup that they themselves would like to drink. They trade off mass appeal and dare to be remarkable. That's one of the reason why I love working with them.

Here's a quick, easy-to-follow tip for anybody looking to start their own cafe. Think about what YOUR perfect cup would taste like, and go from there. Forget about what other people might want for now.

From my experience working with local cafes, owners who prioritize flavor and building a unique culture are the ones that have the most success. Not necessarily those that have the best business plan, though that is important too.

People come into a cafe not only for delicious coffee, but to experience something different. If they wanted a quick grab-and-go, they'd go through the Starbucks drive-through. Don't try and emulate the chains, it'll never end well.

At this point you might still be wondering what exactly I mean when I tell you to build a "unique culture" for you cafe. Why does it matter?

It's actually much simpler than you might imagine. Figure what type of atmosphere you think would best serve your particular flavor. Let your imagination go wild. The more out there and unique you get, the more your cafe stands out amongst the rest.

Once you've got an idea in mind, it's time to adjust your marketing and content strategies accordingly. That's where people like me come in handy. A good writer works with you on a person-to-person basis to help create and implement a strategy that'll achieve your goals.

One of my favorite parts of the job is helping cafes find their voice and touch their clients in a meaningful way. Nothing feels better than going into a cafe for a warm cup after spending weeks writing for them and they're full of people. Those are the moments I feel most alive.

Shoot me a quick message if you work in a cafe yourself (or are just a lover of all things coffee). I'd love to talk and see what we can do for each other.