

ANDREW HETZEL: BUSINESS ADVISOR AND COFFEE CUPPING JUDGE

Andrew Hetzel is the founder of Cafemakers, a coffee industry business consultancy based in Hawaii. Cafemakers provides business counseling, operations support and quality improvement services for coffee retailers, roasters and agriculture businesses worldwide.

In 1996, Mr. Hetzel founded a retail marketing and training service company in Ann Arbor, Michigan. The company, then known as Videotronic North America, grew to become a multimillion dollar business under his leadership serving clients including: 3M, Aveda, Burger King, Brinker International, Chrysler, Calvin Klein, Hard Rock Cafes and Hotels, Hugo Boss, Procter & Gamble, Skechers USA and Sears.

Selling Videotronic in 2001 to investors, Andrew relocated to Los Angeles and formed Cafemakers to pursue an interest in coffee and the rapidly expanding retail coffee chain industry. He quickly demonstrated proficiency as an educator and retail business advisor, later developing a solid reputation as a coffee taster and judge.



Cafemakers' clients today include an expansive list of retailers, franchisors, roasters and other coffee businesses for whom Mr. Hetzel has designed operations, created marketing or public relations campaigns, assessed and improved business performance, conducted training workshops or helped to expand into new domestic and international markets. In 2005 Mr. Hetzel relocated to the Island of Hawaii, where he presently resides with his wife.

ADDITIONAL QUALIFICATIONS & ACHIEVEMENTS:

- Director of World Barista Championship Ltd., the nonprofit joint SCAE / SCAA UK Limited Partnership that oversees the world's largest annual competitive coffee event.
- Licensed "Q" Grader (professional coffee cupper) for the Coffee Quality Institute, arbiter for the Green Coffee Association
- 2006 World Cup Tea & Coffee Expo Conference Coffee Program Chairman, Shanghai, PRC
- Certified Specialty Coffee Association of America (SCAA) Coffee Cupping Judge, the first from Hawaii, and 1 of 250 individuals worldwide to have achieved this level of accreditation.
- Named 2007 "Top Forty Under 40" business leader in the State of Hawaii by Pacific Business News.
- Ultimate Barista Challenge, Asia Barista Challenge and World Barista Championship judge representing the USA
- 2006 - 2008 Training Committee member and lead espresso instructor for the Specialty Coffee Association of America
- Workshop instructor for BEST Coffee School of Eugene, Oregon
- 2007 Espresso training event creator and tasting judge for the Kona Coffee Cultural Festival
- Writer for *Tea & Coffee Trade Journal* and *FG! Food Gourmet CoffeeTalk* magazine
- Specialty coffee industry subject matter authority quoted in *Nation's Restaurant News*, *QSR Magazine*, *Chain Leader Magazine*, *CSP Magazine*, *Pacific Business News*, *Hotel Food and Beverage Executive*, *Hotels Magazine* and other regional newspapers and trade publications
- Speaker for the *National Coffee Association (of USA)*, *Specialty Coffee Association of America*, *National Association for the Specialty Food Trade*, *Tea & Coffee World Cup*, *National Restaurant Association*, *World Tea Expo*, *Hawaii Coffee Association* and many others
- Experience with retail coffee operations and consumer market familiarity in Europe, Asia, the Middle East and Australasia.

➤ **PROFESSIONAL SERVICES FOR THE SPECIALTY COFFEE INDUSTRY**

Business Counseling & Strategy

- Franchise Development: Create a new coffee franchise or expand an existing coffee business
- Market Research: Understand consumer preferences and position clients to best reach specific markets
- Negotiation: Negotiate client and distributor agreements with favorable results
- Strategic Planning: Identify new markets, locations and expansion opportunities
- Menu Strategy: Set beverage menu strategy and prices
- Financial Planning: Project the profit potential of new and existing locations
- Mergers & Acquisitions: Purchase or sell a coffee businesses and/or locations

Coffee Quality & Product Development

- Coffee Quality: Improve the taste of roasted coffee and coffee beverages
- Flavor Profile Development: Blend coffees and help create unique flavor profiles
- Process Improvement: Evaluate and improve operational procedures and processes
- Signature Beverages: Develop signature espresso and coffee beverage menu items
- Coffee Tasting: Tasting for evaluation and competitive reverse engineering
- Green Coffee: Sourcing, tasting and buying services for coffee roasters

Sales & Marketing

- Creative Marketing: Develop effective and original marketing and promotions campaigns
- Sales Support: Professionally represent clients at functions, trade fairs or meetings
- Sales Training: Train wholesale sales staff or distributors to become more effective
- Event Marketing: Develop and administrate company events and competitions
- Media Planning: Create media and event plans, then see through its execution
- Sales Strategy: Evaluate competition and develop effective competitive strategies

Staff Training & Development

- Customer Service Training: Improve customer experience with a brand
- Retail Coffee Training: Improve retail barista and management staff performance and efficiency
- Coffee Roaster Training: Roast profile development and roastmaster training for coffee roasters

INDUSTRY ASSOCIATION AFFILIATION

- Specialty Coffee Association of America
- Specialty Coffee Association of Europe
- SCAA Training Committee
- SCAA Barista Guild
- National Restaurant Association
- CoffeeKids Charity Member & Contributor
- Specialty Coffee Association of Taiwan
- Specialty Coffee Association of Singapore
- Rainforest Alliance
- Cup of Excellence Member
- Coffee Quality Institute
- International Women's Coffee Alliance
- Transfair Member (Fair Trade Coffee)

REPRESENTATIVE CLIENTS

Andrew Hetzel has provided advisory and training services that have enhanced many diverse of business models. Cafemakers' client roster includes retail franchisors, leading hotels, restaurants, wholesale coffee roasters and many more, including:

- **Bearclaw Coffee Company** – Andrew Hetzel assisted owners Doug and Debi Scroggins to develop the first 3 Bearclaw Coffee locations in 2001-2003 and has since remained an advisor to the company. Franchising in 2005, Bearclaw now operates 30 retail locations, 10 mobile units and has more than 100 new sites planned throughout the United States.
www.bearclawcoffee.com
- **John's Coffee** – Founded in 1995, John's Coffee is the leading specialty coffee roaster in Turkey. Based in Istanbul, the company supports wholesale accounts throughout the Middle East, Eastern Europe, CIS countries and Asia. The company operates 4 retail shops in Turkey and Kazakhstan with plans to launch 9 more by 2009. For John's Coffee, Mr. Hetzel provides assistance with strategic planning, retail operations and training, coffee flavor profiling and international business development in China and the Middle East.
www.johnscoffee.com
- **Brew-Haha!** – The Brew-Haha! coffee chain operates 13 locations in the Northeastern United States, including stores in Pennsylvania and Delaware. For Brew-Haha!, Mr. Hetzel provides strategic planning, operations support, menu planning, training and marketing services.
www.brew-haha.com
- **Coffee Klatch Roasting** – Coffee Klatch is a leading wholesale coffee roaster and retailer in Southern California, recognized as serving the "World's Best Espresso" at the 2007 World Barista Championship in Tokyo, Japan. Klatch representative Heather Perry is the current United States Barista Champion and placed 2nd in world competition. Mr. Hetzel provides strategic guidance for Coffee Klatch's retail and wholesale operations. Mr. Hetzel's recent 2008 "Free coffee during Starbucks' shutdown" creative publicity campaign gained Coffee Klatch worldwide exposure in over 600 news publications and television networks.
www.klatchroasting.com
- **Kona Joe Coffee** – Kona Joe Coffee has been voted Kona's best coffee, featured on the History Channel and other television networks, is served in Hawaii's Governor's Mansion and at US Presidential functions. For Kona Joe's, Mr. Hetzel has developed a complete retail concept, provided strategic planning and staff training workshops.
www.konajoes.com