

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.