

## Why coffee?

The coffee stand industry of Fairbanks is fairly large. According to Manta and Yelp there are around 30 individual coffee stands alone in Fairbanks AK. That is not to say that there are “too many” coffee shops to consider adding another competitor. The Alaska.gov site has recognized the growth of coffee shops and the consumers that flock to them. In [this analysis](#), we can see that coffee shops alone accounted for 1,500 jobs in 2014. What does this mean? If we train youth to be baristas, we will be setting them up for future positions in the vast Alaskan barista world.

The projected trends for Accommodation and Food service jobs (In Alaska) to the year [2024 is +10.8%\(3,205 individual jobs\)](#). Coffee shop positions in general are predicted to grow by [10.3 percent by 2024](#). The medium wage in Alaska for baristas in Fairbanks is \$10.87 (9% above the medium average). Becoming a barista is very fluid as well. Individuals seeking to leave Alaska can take this knowledge and go Seattle WA or Portland OR and most certainly find a job in their large coffee shop communities as well.

For our coffee cart specifically - we will be targeting the tourists during the summer and fall months. Since our business maybe mobile, we have an opportunity to take our cart around the town of Fairbanks as well as have it on the Green Space property during certain hours as we see fit. By leaving the cart in the Green Space we can market to the individuals staying at the Regency and the Westmark. We have an opportunity with our outdoor cart because the Westmark is plagued with long lines and the Regency doesn't have coffee bar.

## Coffee Consumption preferences:

Coffee consumption has been changing as of late with more and more people tending to drink espresso and specialty drinks. With one report indicating that between 2008 and 2016, the consumption of espresso based drinks nearly tripling in sales. For espresso-based beverages alone, the jump was from 9% to 22% for the 18-24 age group and 8% to 29% for those 25-39 years old. With over 50% of all Americans drinking coffee, which is about 150 million daily drinkers, 30 million American adults are consistently drinking specialty coffee beverages. Even those who prefer non-specialty coffee, over 65% of those people have to add sugar/cream to enhance the coffee.

With this cart we have a few different options moving forward. We have an option to make this a fully functioning espresso machine cart, which provides great hard skills training and experience for the youth, but it is more expensive initially. We could also choose to start off as a cold press, simple brew coffee machine. This leaves customers with a lot less options, and is not as strong of training for youth, though initially it is less expensive.

[Coffee Consumption](#)  
[Espresso consumption](#)

## What makes us different?

People care about social impact. According to 2015 research from Nielsen, 66% of surveyed consumers say they will pay more for products and services that come from companies that are

committed to positive social and environmental impact, up from approximately half from the previous year.

We would also have cheaper coffee prices than surrounding competitors. Additionally, the cart is a very visible 'store' front. Since it is outside, this will be very visually eye catching and easy to interact with customers, and even people passing on the sidewalk, especially tourists.

[AK state laws regarding push carts](#)

[Tourist analysis for AK](#)

### Youth Interest

About three quarters of all youth who come to the door stay with us less than one month. This group of youth who stay short term, usually do not indicate that they are seeking employment. They generally are more focused on seeking help with immediate needs, rather than skills development. Also, many youth were underage and were too young to be seeking work. While, the majority of the youth who has stayed with us for longer periods of time, and who had developed an action plan, indicated that they were seeking employment. They were seeking employment, and/or life skills, so they could be independent and create stability in their lives. We can open our employment up to the community and find various organizations that may have youth in need and are searching for employment.

We can partner with Alpa. Through the WIOA grant, they are employing youth and providing soft skills training with them to help provide them job training and a way to build a sustainable life. Stipulations of Access- they do not work with kids who go to public school. They may already be done with school and have their GED, but they cannot be going to public school. We could also potentially partner with Access with their Youth transition program, so they may have students they are working with, work at the coffee stand.

### Where would we access supplies for cart?

One option is to partner with North Pole Coffee Roasting Company. They have consistently high rated coffee, and people are giving it high star reviews. They also offer classes for training on how to be a coffee barista. Their classes include a wide range of topics on various areas including proper milk steaming, shot extraction, preventative maintenance for machines, and customer service tips and tricks. When the class is completed, the person will receive a certificate of accomplishment, which can be extremely helpful for future applications for any barista position, especially throughout Alaska. The class itself is \$195 per student, but with classes of four or more, there is a 15% discount applied.

Superior Coffee of Alaska also sells coffee to restaurants and cafes. They are unique in the fact that they offer a chance to do specialty blend, so we would have a unique coffee taste for our cart.

We would also like to partner with Stone Soup, and see if it is possible to come together and have stone soup provide baked goods and items to sell on the cart. If this was to occur, we would work out a way to appropriately split all profits made from the baked goods.

### Additional Ideas:

Pay it forward coffee format. We could implement a way for customers to prepay for another's coffee. This would be modeled after a pizza shop down in Texas where a patron of the restaurant has the ability to purchase an additional slice of pizza to be eaten by someone of low income who can't afford to eat. The staff just places a sticky note on the wall of the restaurant, and someone who can't afford to purchase food, can come in and grab a sticky note to be exchanged at the counter with no questions asked. If we could implement this into the coffee cart and this could allow people of low income, especially youth

It would also be a great idea to have a blackboard on front of the cart for the menu. It would allow for the feasibility of a revolving menu, and give options to grow and adapt the menu.

We should also utilize the free company called Square to enable the cart to take credit cards. This is just a good business practice, and also gives some hard skills training to youth.

### Square

### Training:

-Mentorship

-8/10/12 week program

-soft skills training weekly

-Hard skills training, we could send youth to North Pole Coffee Roastery offers classes for \$195 per participant on barista training and skills.

### Permitting, Business Licencing, DEC, Food Handlers

The DEC has specific guidelines revolving the type of cart we would be pursuing. The cart must be worked by employees, who within thirty days of hire, have their food worker card. This card is valid for three years once obtained, and would be very beneficial for youth to have when job searching at other cafes, or food service positions. With the cart there must also be one supervisor or manager who is involved in the daily operations who has their certified food protection card.

### Hours of Business:

Most tourists staying at the surrounding hotels will go on tours starting at 8 or 10 in the morning. Before these times will be the best opportunity to sell coffee and breakfast. Going from this information, it would seem best to open at 6:30-12:00 each day, 5 days a week.

## Estimated Finances

	Start up	Ongoing
Coffee Cart		
Espresso machine	\$1,000-3,000	
Cold Brew	\$45- cannister \$40 reusable coffee filter	
Coffee Canisters	\$38 for 2	
Coffee machine (drip)	8 cup coffee maker = \$100	
Coffee Grinder	6 lb coffee grinder=\$90	
Coffee	North pole roastery 12 oz bag is \$14	
Coffee Filters	1,000=\$12 for 3	\$12 for 1,000 a month
Syrups -Vanilla, chocolate, mocha, caramel, french vanilla	4.50 per bottle (750 ml) <a href="#">syrups</a>	
Syrup pumps	\$4.89 per pump	
Storage Containers	About \$15 per container X 5 =\$60 <a href="#">Storage Containers</a>	
Measuring Spoons	\$13 for set of 2	
Frothing Thermometer (espresso)	\$3	
Frothing Pitcher(espresso)	\$5	
Milk- 1% & skim	\$4 for one gallon	\$20 per week in milk \$80 per month
Napkins	\$47=10,000 napkins	\$47 when needed to replenish
Half n Half	\$10= 192 ct. (3 boxes= \$30 for 576 packets)	For 3 boxes a week = \$120 a month
Cups	8 oz=\$72 12=\$96 16=\$113 <a href="#">uline cups</a> 1000 cups	Every time need to replenish
Lids	8oz=\$46(1000 lids) <a href="#">uline lids</a> 12/16=\$60(1200 lids) Prices go down if you buy in bulk of 3	Every time need to replenish- hopefully once a month
Sugar	<a href="#">Sugar</a> n'joy sugar 3 for \$7.50	

Stirring straws	\$3.60 for 1,000 straws Uline	\$7.20 for 2,000 straws a month
Tea	8 boxes Tazo Tea w/ stand=\$55 (128 packets) Sams club	Replace boxes as needed= 7.50 for new box
Credit Card Technology	\$0 for signup and strip card reader \$29 for chip card reader	\$0 w/ Free card reader <ul style="list-style-type: none"> <li>• 2.75% swiped</li> <li>• 3.5% + \$0.15 keyed</li> </ul> <a href="#">Review Square website</a>
Coffee training (espresso)	\$195 per person X 4 people= \$780	\$195 per person
Ice	\$7 for 2lb bag	\$70 (2 bags per day)
Whip Cream	Reddi whip \$9 for 3 cans	\$216=24 cans per month
Electric Teapot	\$30	
TOTAL:	\$2,144.16 excluding coffee cart, training, coffee cost	

## **SAMPLE Menu:**

Espresso 2.50

1/2 cup ground coffee (French or other dark roast), 1-1/2 cups cold water.

Cappuccino 3.50

1/3 espresso, 1/3 steamed milk and 1/3 milk foam

Cafe Latte 3.25

Milk, Brewed Espresso.

Vanilla Latte 3.25

2 tsp (1 oz) Torani French Vanilla Syrup, 1 cup (8oz) milk, 2 shots espresso

Americano 3.00

Water, Brewed Espresso

Mocha 3.50

Milk, Brewed Espresso, Mocha Sauce, Whipped Cream, Vanilla Syrup

White Chocolate Mocha 3.25

Milk, White Chocolate Mocha Sauce, Brewed Espresso, Whipped Cream , Vanilla Syrup

Ice coffee 3.00

2 teaspoons instant coffee granules, 1 teaspoon sugar, 3 tablespoons warm water, 6 fluid ounces cold milk

Regular/decaf coffee 2.00

Tea 2.00

Hot water, tea bag

Hot Chocolate 2.50

Milk, Mocha Sauce, Whipped Cream, Vanilla Syrup

Whip cream .25

Shot of syrup .25

Extra shot .50

Extra espresso .50

## Baked Goods:

This could be a revolving menu, we could be switching it up weekly, or depending on the baker's, daily. If we were to employ bakers, this is also a good avenue for job training and employment.

We have also spoken to a few past/current employees at surrounding hotels, and they have said that there is consistent questions from guests who are asking for a nearby place to grab a light breakfast option. It was said that hotel breakfasts are heavy for guests, and there are no light and healthy options close for guests to go to before setting off on tours for the day. This shows there is a market for easy, healthy breakfast options in this area, which we could incorporate on to our cart by offering fruit cups, and similar products.

Scookie 1.50

Muffins 1.50

Fruit Cup

Egg sandwiches

Oatmeal

Yogurt w/ granola

Water

Naked Juice \$19.98 for 10 oz 12 pk sell= \$2 [N Juice](#)

bagels/cream cheese

yogurt

Items needed for cart:

Equipment options:

Cold brew coffee makers:

<https://www.amazon.com/CoffeeSock-Commercial-gallon-Certified-Reusable/dp/B00LU2T7TC>

Commercial:

[https://www.amazon.com/Carlisle-220930-Break-Resistant-Beverage-Dispenser/dp/B0029SED3G/ref=pd\\_bxgy\\_79\\_img\\_2?encoding=UTF8&pd\\_rd\\_i=B0029SED3G&pd\\_rd\\_r=E78BT83HYSNNCX8CZ680&pd\\_rd\\_w=N5RRK&pd\\_rd\\_wg=CPVlg&psc=1&refRID=E78BT83HYSNNCX8CZ680](https://www.amazon.com/Carlisle-220930-Break-Resistant-Beverage-Dispenser/dp/B0029SED3G/ref=pd_bxgy_79_img_2?encoding=UTF8&pd_rd_i=B0029SED3G&pd_rd_r=E78BT83HYSNNCX8CZ680&pd_rd_w=N5RRK&pd_rd_wg=CPVlg&psc=1&refRID=E78BT83HYSNNCX8CZ680)

-----instructions/info on cold brew benefits-----

<https://www.homegrounds.co/ultimate-list-of-cold-brew-coffee-recipes/>

Drip Coffee Makers:

Small Pot

[https://www.amazon.com/Mr-Coffee-12-Cup-Programmable-Coffeemaker/dp/B002OFDY5M/ref=sr\\_1\\_26?s=kitchen&ie=UTF8&qid=1490830651&sr=1-26](https://www.amazon.com/Mr-Coffee-12-Cup-Programmable-Coffeemaker/dp/B002OFDY5M/ref=sr_1_26?s=kitchen&ie=UTF8&qid=1490830651&sr=1-26)

Big pot (12 cups)

[https://www.amazon.com/33200-0015-VPR-2GD-Pourover-Commercial-Decanters/dp/B0037XIP22/ref=sr\\_1\\_45?s=kitchen&ie=UTF8&qid=1490830651&sr=1-45](https://www.amazon.com/33200-0015-VPR-2GD-Pourover-Commercial-Decanters/dp/B0037XIP22/ref=sr_1_45?s=kitchen&ie=UTF8&qid=1490830651&sr=1-45)

<https://homecatalog.bunn.com/category/Home-Catalog-US/BREWERS>

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High end

<http://www.webstaurantstore.com/47031/commercial-coffee-makers-brewers-pourover.html>

<http://www.webstaurantstore.com/13957/commercial-coffee-makers-brewers-automatic.html>

Coffee Canister to hold hot coffee

[http://www.webstaurantstore.com/choice-2-5-liter-glass-lined-stainless-steel-airpot-with-lever/234AP825.html?utm\\_source=Google&utm\\_medium=cpc&utm\\_campaign=GoogleShopping&gclid=ClnUx4j5\\_NICFciEfgodIH8NW](http://www.webstaurantstore.com/choice-2-5-liter-glass-lined-stainless-steel-airpot-with-lever/234AP825.html?utm_source=Google&utm_medium=cpc&utm_campaign=GoogleShopping&gclid=ClnUx4j5_NICFciEfgodIH8NW)

<http://www.webstaurantstore.com/13961/high-volume-coffee-machine-urns.html> ----high priced restaurant status

Espresso Machines

<http://www.shopjura.com/factory-serviced.html>

<https://www.wholelattelove.com/refurbished-profitec-pro-300-dual-boiler-espresso-machine?gclid=COWsg6H7NICFQiDfgod7loDSg>

[http://www.hookedonespresso.com/used\\_equipment.php](http://www.hookedonespresso.com/used_equipment.php)

[https://www.amazon.com/s/ref=sr\\_pg\\_2?rh=n%3A1055398%2Cn%3A%211063498%2Cn%3A284507%2Cn%3A915194%2Cn%3A289748%2Cp\\_n\\_condition-type%3A6358198011&page=2&ie=UTF8&qid=1490833530](https://www.amazon.com/s/ref=sr_pg_2?rh=n%3A1055398%2Cn%3A%211063498%2Cn%3A284507%2Cn%3A915194%2Cn%3A289748%2Cp_n_condition-type%3A6358198011&page=2&ie=UTF8&qid=1490833530)

[https://www.amazon.com/gp/offer-listing/B00J19PT2K/ref=dp\\_olp\\_all\\_mbc?ie=UTF8&condition=all](https://www.amazon.com/gp/offer-listing/B00J19PT2K/ref=dp_olp_all_mbc?ie=UTF8&condition=all)

[http://www.ebay.com/sch/i.html?\\_odkw=coffee+cart&\\_osacat=0&\\_from=R40&\\_trksid=p2045573.m570.l2632.R3.TR12.TRC2.A0.H0.Xespresso+machine.TRS0&\\_nkw=espresso+machine&\\_sacat=11874](http://www.ebay.com/sch/i.html?_odkw=coffee+cart&_osacat=0&_from=R40&_trksid=p2045573.m570.l2632.R3.TR12.TRC2.A0.H0.Xespresso+machine.TRS0&_nkw=espresso+machine&_sacat=11874)

<http://www.ebay.com/itm/Bezzera-Mitica-Commercial-Espresso-Machine-switchable-tank-direct-connect-/322465475572?hash=item4b1470abf4:g:t6QAAOSwYXVYyX1->

<http://www.webstaurantstore.com/13977/cappuccino-espresso-machines.html>

<http://mobile-cuisine.com/under-the-hood/essential-coffee-truck-equipment/>

Mini Fridges:

[https://www.amazon.com/dp/B00009PGNS/ref=asc\\_df\\_B00009PGNS4916486/?tag=hyprod-20&creative=394997&creativeASIN=B00009PGNS&linkCode=df0&hvadid=167145838217&hvpos=1o2&hvnetw=g&hvrnd=15537021272279749449&hvpones=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=9033977&hvtarget=pla-273776598851](https://www.amazon.com/dp/B00009PGNS/ref=asc_df_B00009PGNS4916486/?tag=hyprod-20&creative=394997&creativeASIN=B00009PGNS&linkCode=df0&hvadid=167145838217&hvpos=1o2&hvnetw=g&hvrnd=15537021272279749449&hvpones=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=9033977&hvtarget=pla-273776598851)

Cooler: <https://www.amazon.com/dp/B0000DH4LT?psc=1>