WHOLESALE FOR CAFES AND OFFICES

Slow Ember Roasting

Small-batch coffee, roasted by two people, delivered by the same two people. Roasted Monday or Wednesday, on your bar the next day.

1 day
from roaster to your door

10 lb
minimum per delivery

Free
grinder setup on your first delivery

What we roast

Daybreak (house blend)
Medium. Milk chocolate, toasted almond. Easy all day, drip or batch brew.

Night Shift (espresso)
Medium-dark. Cocoa, brown sugar, holds up in milk.

Colombia, washed
Medium. Red apple, caramel. A crowd-pleasing single origin.

Ethiopia, washed
Light. Lemon, black tea, floral. For pour-over and filter menus.

Decaf (Swiss water)
Medium. Chocolate, a little nutty. Tastes like coffee.

How it works

1. **Taste first.** Cafes get a free sample box: three 8 oz bags, dropped off by us.
2. **Order by [order cutoff, e.g. Sunday night / Tuesday night].** Email or text. 5 lb or 2 lb bags.
3. **We roast Monday and Wednesday** and deliver Tuesday and Thursday ourselves. Roast date on every bag.
4. **We set up your grinder** on the first delivery and check back on it whenever you want.
5. **Offices:** 2 lb bags on a standing order every other week. No contract. Pause or cancel by email.

Talk to the roaster: [Your name] | [phone] | [email] | [your-site.com]
Price sheet attached. Delivery area: [your delivery area].

WHOLESALE PRICE SHEET

Slow Ember Roasting

Prices per pound. Effective [date]. Prices are for the bag size shown.

Every price box below is blank on purpose. Fill them in before this sheet goes out. Tiers are based on the total pounds in one delivery.

Coffee	Roast	Bag	10 to 24 lb	25 to 49 lb	50 lb +
Daybreak (house blend)	Medium	5 lb	$	$	$
Daybreak (house blend)	Medium	2 lb	$	$	$
Night Shift (espresso)	Med-dark	5 lb	$	$	$
Night Shift (espresso)	Med-dark	2 lb	$	$	$
Colombia, washed	Medium	5 lb / 2 lb	$	$	$
Ethiopia, washed	Light	5 lb / 2 lb	$	$	$
Decaf (Swiss water)	Medium	5 lb / 2 lb	$	$	$

Ordering

Minimum 10 lb per delivery, mix any coffees.
Order by [cutoff] for Tuesday, [cutoff] for Thursday.
Standing orders: weekly or every other week.

Delivery and payment

Free delivery within [delivery area].
First order: [paid on delivery].
After that: [net 15 / invoice terms].

Confirm: payment terms, the delivery area, and whether single origins are offered in 2 lb bags. These are placeholders, not decisions we made for you.

Questions or a custom blend: [Your name], [phone], [email]

COLD EMAIL, TWO VERSIONS

Version A: cafes

Subject lines (pick one): "Beans roasted Monday, on your bar Tuesday" / "Wholesale coffee for [Cafe name]?" / "Free sample box for [Cafe name]"

Hi [first name, or "there"],

I'm [Your name], one of the two people behind Slow Ember Roasting. You might know our bags from the Saturday market. We're opening wholesale to a few cafes and wanted to ask if you'd try us.

The short version: we roast Monday and Wednesday and deliver the next day ourselves. 5 lb or 2 lb bags, 10 lb minimum, roast date on every bag. On your first delivery I'll come set up your grinder, no charge.

Easiest way to decide is to taste it. I can drop off a sample box this week: three 8 oz bags, including our espresso blend. Just tell me where to leave it and who to hand it to.

Our wholesale sheet is attached.

Thanks,
[Your name]
Slow Ember Roasting · [phone]

Version B: offices

Subject lines: "Better coffee for the [Company] break room" / "Fresh coffee every other week, no contract" / "Office coffee question"

Hi [first name, or "there"],

I'm [Your name] from Slow Ember Roasting, a two-person roastery [nearby / a few minutes from you]. Quick question: who handles coffee for your office?

We set up offices on a simple standing order: 2 lb bags of freshly roasted coffee, delivered by us every other week. No contract and no machine to lease. Pause or cancel with one email.

If it helps, I'm happy to bring a bag by so the team can try it first.

One-page sheet attached.

Thanks,
[Your name]
Slow Ember Roasting · [phone]

Attach the one-pager (page 1) and the price sheet (page 2) as one PDF. Write to a person whenever you can find one; "there" is the fallback.

FOLLOW-UPS

When nobody answers

Send both as replies in the same thread, so the first email sits right underneath. Short on purpose.

Follow-up 1: day 4

Subject: keep "Re:" + the original subject

Hi [first name],

Bumping this up in case it got buried. The sample box offer stands: three 8 oz bags, I drop them off, no strings. [Cafes]

Office version of the line above: "Happy to bring a bag by for the team to try, no strings."

If coffee isn't your call, could you point me to whoever orders it?

Thanks,
[Your name]

Follow-up 2: day 10 (the last one)

Subject: keep "Re:" + the original subject

Hi [first name],

I'll stop filling your inbox after this one. If the timing is wrong or you're happy with your current roaster, no problem at all.

If you ever want to try us, just reply "samples" and I'll bring some by that week.

Thanks for reading,
[Your name]
Slow Ember Roasting · [phone]

If they reply

"Yes, send samples": book the drop-off within the week and bring a printed sheet.
"We're under contract / not now": thank them, ask when it renews, note a check-back date.
"How much?": answer with the filled-in price sheet and offer samples in the same reply.
"No thanks": thank them and mark the row closed. No more emails.

SENDING PLAN

Ten emails a week

Small and steady beats a big blast. Ten new emails a week is about 20 minutes, plus follow-ups.

Who goes on the list

Cafes inside your delivery area that don't roast their own. Bakeries and breakfast spots with an espresso machine. Offices of 10 to 50 people: dentists, small agencies, law and accounting offices, coworking spaces.

Start with 20 cafes and 20 offices in the tracker file.

The weekly rhythm

Tuesday or Wednesday, mid-morning: 10 new cold emails.
Day 4: follow-up 1 to anyone silent.
Day 10: follow-up 2, then stop.
Friday: update the tracker, plan sample drops.

Before the first email goes out

- Fill every price box on the price sheet and set payment terms.
- Export pages 1 and 2 as one PDF named "Slow Ember Wholesale".
- Pack 5 sample boxes ahead (three 8 oz bags each, roast date and a printed sheet inside).
- Set the order cutoff times and put them on the sheet.

When someone says yes

1. Confirm coffees, bag sizes, delivery day and who receives it.
2. Book the grinder setup for the first delivery.
3. Send the first invoice with the delivery.
4. Check in after two weeks: how's it tasting, is the amount right?

> Capacity check: you roast about 180 lb a week with room to about 500. Before adding accounts, compare each new standing order against that gap and keep a margin for market weeks.