Morning Peak Coffee

Freshly roasted beans and hands-on service that keep your regulars coming back

A proposal for cafe owners | Morning Peak Coffee is a fictional roaster used for this example

Flat coffee quietly costs you regulars

1

Stale stock

Beans sitting for months lose aroma, and customers notice before you do.

2

Inconsistent cups

Turnover and uneven dosing make the same drink taste different each shift.

3

Thin margins

Cheap bulk beans save pennies per cup but cost repeat visits.

Illustrative problems, not survey results.

Beans roasted for your menu

Roasted weekly

Small batches shipped within days of roasting, so every bag arrives at its peak.

Blends that fit your menu

An espresso blend for milk drinks, a filter single origin for the pour-over board.

Service that shows up

Barista training, dial-in help and an equipment check at every delivery.

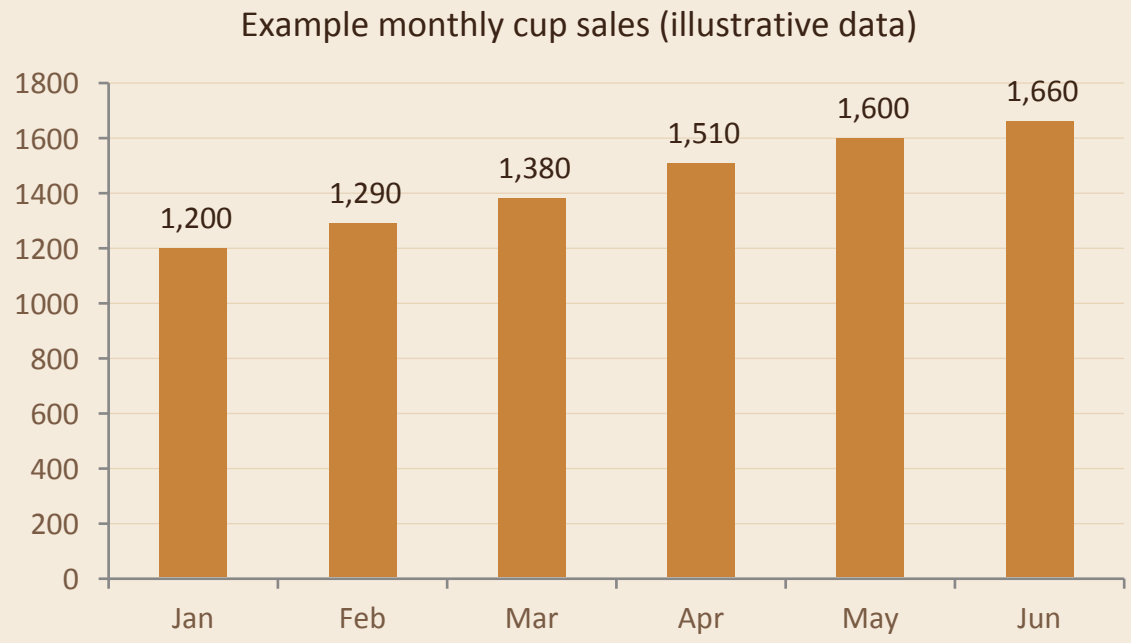
Service details are examples of what a partner cafe can expect.

Premium quality, fair price

Per 1 kg, example prices	Morning Peak	Big-box supplier	Local roaster
Espresso blend	**$28**	$22	$34
Single-origin filter	**$32**	n/a	$38
Roast freshness	**Within 7 days**	3 to 6 months	Varies
Delivery and training	**Included**	Extra	Limited

Competitor prices are placeholder examples; check current quotes before sending.

Partner cafe cup sales up 38%



+38%

cups sold, Jan to Jun (example cafe)

Example data for a hypothetical partner cafe, not a real customer result.

Onboarding: three steps, two weeks

1

Tasting call

We pick two blends with you and send free sample bags.

2

Setup visit

We dial in grinders, train your team and set your order schedule.

3

First delivery

Your beans arrive on schedule, and we check in after the first week.

Timeline is a typical example; your schedule may vary.

Start with a free tasting

- Free tasting kit and setup visit
- First 3 months of delivery at 10% off (example offer)
- Barista training for your whole team

Next step

Book a 20-minute tasting call

hello@morningpeak.example (fictional contact)