

(NO COFFEE – NO LIFE)

INGLEWOOD



INGLEWOOD COFFEE ROASTERS

99 PROBLEMS BUT A BATCH AIN'T ONE

03.07.19

ALONGSIDE INGLEWOOD, OUR FOCUS IS OPENING, OPERATING, SUSTAINING, AND GROWING CAFÉS.

As a team, we have opened 13 cafes, and between us, we have worked with a multitude of different roasteries, all with different structures, styles, customer service ethos' and support systems. We understood the landscape of the coffee industry and what others had to offer, and set out to discover how we could be different. Based on our experience in the industry, and with the desire to be holistically supportive to cafes and operators, we built these three principles into our philosophy:

PRIORITISING PRACTICALITY AND FUNDAMENTALS, TAILORING THE CUSTOMERS EXPERIENCE TO MATCH INDIVIDUAL NEEDS, AND TRANSPARENT, TRACEABLE AND FAIR COFFEE.

Whilst we love going down the rabbit hole of everything coffee; extraction theory, coffee machine technology, latte art, water quality, etcetera, etcetera, we wanted Inglewood to have a more practical application that contributes to the success of cafés. Looking past coffee and to the accomplishments of our team, it is evident that we have had significant success in a few areas.

- Social media marketing
- Back-of-house support
- Front-of-house training
- Coffee training – speed, consistency, and all the other fun stuff
- Benchmark management and business strategy
- Business expansion
- Coffee roaster support
- Human resources support

We recognise that helping Inglewood customers to be as successful as possible is in our best interest. For that reason, we open ourselves up with total transparency to our customers in all the above areas. Joining the Inglewood family means you get to decide how much or little support you want whilst getting an elite, consistent, and industry leading product.

We aim to be as comprehensive and accessible as possible when training, cupping, or discussing coffee. Our perspective is that focusing on fundamentals must come first and the rest will follow. Teaching people the how and why of what we do behind the bar to produce great results every time is the first step in becoming an exceptional barista at home or professionally.

Finally, the coffee purchasing decisions we make revolve around the perspective that when we find farms that are ethical, traceable, and make a clearly positive impact on the communities around it, we aim to sustain that relationship long term. We believe the only way to make a real social impact through coffee purchasing is to continue to invest in farms over time, rather than just a one-off purchase.

For all wholesale and general enquiries please email the team at info@inglewoodcoffeeroasters.com.au.

Please visit our online store to see what we have on offer!

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