

Start of presentation [No Signal] ... pending

PRESENTATION

Jared Tucker:

mentions: Coffee professional discord

In the discord you will find

Advice on recipees and things like that ... message us on [floridacoffeeculture](#) to get that link

Baristas can get discounts on florida coffee culture keychain

Andrew Curry:

what finding a career in coffee means to me

noticed, for everyone that works in coffee there is an

aha moment

a pivotal moment that fundamentally changes how we view coffee

for me it was at a

japan ucc coffee diner in kyoto

living in poke at the time

on the way back, I was sitting in the train station and

ran into a row of coffee brewers

sat down, ordered a simple egg an toast breakfast with coffee

best cup of coffee he had ever had

from that point on I considered coffee differently

After Japan, living in Seattle's capital city neighborhood

went to cafe vita

took the coffee black - best cup of coffee

ok, coffee is really cool.

moved to san francisco with a food truck event company.

trucks would gather and put on music

loved it.

met tons of talented chefs, but something was missing

I just was not connecting with my job, wanted to connect with my hands and do something

blue bottom coffee ... applied

left salaried position and applied as barista

took a huge risk

after accepted, week of regret

how will I survive? how will I make this happen?

they had a farmers market outside; one of the best.

fresh fruits

it was incredible

we had an 8 drippers setup ... make drip coffee all day long

camping kettles, basically, with a gas propaine setup.

we would barter with all different farmers and producers ... okay, [I thought/said], I will make their mocas!

ride the bike home, with fruit on the bike as you go home. It was awesome.

went somewhere else, I was still learning coffee but they needed someone to fill manager position.

huge staff, lot of moving pieces.

funny story, backtrack, when I learned to steam milk and do latte art

someone was constantly pulling shots while picking up and steaming milk

steam and pour at same time!

at first when you learn that skill [you think there is no way]
but eventually you find the way

[the new job ...]

gave him access to bakers, roasters, more cuppings ... really good if tiy wanted to learn that role.

4 or 5 months later learned that blue bottle would expand to japan.

with newly aquired skills I raised my hand that I can go
they chose me with their expansion team and in 2014

we had flagship, in tokyo

downstairs with roaster and greenbean storage and upstairs? we did coffee service.

espresso drinks 70% ... on ferry
little did we know it would be drip coffee.

we quickly learned espresso would not suffice [for the customers]
so I was taken back to [drip coffee] roots which was pretty fun

after expansion in tokyo we opened more stores in japan and I helped expand the brand
they eventually got purchased by another company

super grateful for the experience. but i never would have gotten there if I did not decide to cut my pay.

returned to florida for a while; near sarasota.

but then, japan started calling my name
learned acehotel stub town coffee was opening in kyoto

so I reached out asked to get onboard and then ... covid
after 3 years I decided its [enough?]

cant be afraid to take risks, tonight, I was nervous to talk in front of all of you
but you are all supportive

so many creatives and great people
if you want to do something, just know people will support you

[note about the presentation, we are still on the first slide]

so now ... I will show some photos

[photo 1] photo of ucc cafe in kyoto ... [10 syphin coffee machine setup]

[photo 2] cafe vita ...

[photo 3] food truck company called "off the grid"

start setting up at 4am, get off 2 am.

next morning, had a shift at 7am

[photo 4] san francisco pour over bar with blue bottle cafe

[photo 5] training lab in tokyo

[photo 6] photo of cupping with the head roaster

[photo 7] photo of production line for stub town

[photo 8] photo of going over extraction

super energetic staff!!

[oh I] forgot, ... [here is what] led to own cafe. a popup in orlando

living in charleston, saw a friend build out a japanese ktruck platform
great idea! lets go get a ktruck in florida!

popup cart

[photo 9] photo of the cart

ran with a decent

[photo 10?] the heavy in orlando ... used to be a seafood market they moved to a spot called garden tiger
we had a truck built out

[photo 11] photo of a super cool truck
custom furnature maker friend designed it and it worked out pretty well

without anything, could go 85 miles an hour
but with everything, 55 with the drag... all country road, completely white nuckle the whole time
had to drive it from orlando to here!

another full circle kind of moment
sold the truck to our friends in charleston who were the inspiration to get started with the company!

QUESTION and ANSWER Session

(steve)
going from day job to ...

tldr of zapcat is ... we were offered as a popup deal
had a normal office job
had a small roasting company back in the day

zapcat was creative outlet
then oh man not doing day job well
not able to fully commit to zapcat

serendipitous moment
I was home inspeactor that was day job

housing market was not doing well
at that point had not paid self dollar we had put everything into it

transparency is a cool thing in coffee
morgage and 2 kids at home, still in the thick of it

so passionate, loves coffee
will make money in future

hope zapcat will make more money
definatly should not do what I do

dont care about the p&l

figure out business side of it then go
but he did the inverse

but now I should probably learn what a p&l is
just kind of send it

if you are passionate it usually works out

(switch mike)

(andrew)
had small money saved was not much and said
if we are going to do it you got to do it

we put everything on the credit cards
you have to work

we all work a lot. and you have to know it will work out

(pass mike)

question to steve: were you a barista before opening zapcat?

(steve)

[my coffee moment]
perq (australian cafe) - I got into coffee
was drinking frappachinos

2 group slayer on their bar
wife got job at bold bean as opening staff

back in the day, bold bean protocol
wife and zapcat co-owner he was looking at [slayer machine] and it zapped his brain.

[steve] got into espresso
when she was working there

[my thinking was] if I buy a machine, I wont need to spend money at cafe
we got super into it

brevel dual boiler, rotary pump

(question + pass mic)
what inspired design

(andrew)
coffee + wine + small plate
bar citra built the interior design

scandanavian - rachel
they did an amazing job and we are lucky to be surrounded with such an environment every day

how do you go from cart, to building a truck, to [a] storefront?
building a truck took 7 months.

during that time met bar citra owners, who were looking [for a tenant]

we brought a cart and did a popup
people were excited about drip offerings

it was exciting

popup went well.

guess we are going to do this and move up here!

(question + pass mic)
why zapcat and why address

(steve)
was doing some badd stuff in garage
800 gram production roast

nephew was 5 and super into it
have a picture of moment zapcat happened

5 minutes later he came with a cat
“you should call your company zapcat”

but we already had a name so our roast/blend we named zapcat

had so many domains
... sitting on the couch

good shakes coffee co!?!?!??

then she looked at me and ... zapcat
kid was 10

redraw that cat [we said to our kid]
friend with brand [experience helped with the logo] as a favor

call him creative director

(switch mic)
(andrew)
address origin story
moved around a lot

always changing addresses
what is an address?

the place you come home to.

(question)

what does it mean to support your baristas?

(andrew)

pay them well

a little bit more than minimum wage

take them out to dinner a lot

people used to take him out for lunch

that was on the business

people want to travel and we will be short staffed

treat them how you want to be treated

company parties

(steve)

still have not had year end party

when deepest in coffee nerd dom

everything in my life was

captain cloud and their podcast

how they treat their staff, some things I thought were cool

pay higher than most

programmed people to tip heavier

in past, totally normal deskjob but they were like cool about family

when clouds come we will close if need to but will make it happen.

barista's [are] a notoriously high turnover job

(question)

how do you grow your customer base?

(steve)

rent space from christian owner

we were lucky for a profit share model for rent

did not need to sell out on drinks

it was a side hustle so we put weirdest coffees on espresso

... still very much into coffee

so kelly did design

and he did whatever wanted with the bar

did not need to worry about rent and sell out

really loyal people who found their cafe

stay true to what you are doing

(andrew)

first start out it was slow

ok. dont worry about people not going out

treat people well and serve good coffee

one of greatest joys now is when different regulars co-mingle because now they are making community

(question)

(hospitality aspect) - stigma in specialty coffee world of jerk barista

are you doing anything to go the other way?

(andrew)

in japanese "motonashi", "do good to others without expecting anything in return"

try to greet everyone that way and provide service

they can do what they want in the space and we will provide a service

(plug) cat and cloud santa cruz california podcast
their main tenant is customer service and interaction. coffee and whatever is insane ... disney customer service
have people be your guest

(steve)
[what I] wanted from [my favorite] podcast
tell me about your grinder
but they would always talk about culture

if someone is having a weird day or if you have a homie

cap'n cloud principle

if your coming in the door we are saying whatsapp
eye contact is huge

but really good of making people feel is their bar when they are on their way to work
either crying or laughing

(question)
I am a believer in goals, where do you see zapcat or address in a year?
(steve)
zapcat, no hard goals

the building is super weird
... some stuff for me not to write down you had to be there

had to do some creative things
... another thing not to name

would love to in a year still be in this building
7 years left on lease and would love to be there till they tear [the building] to the ground

but [lease] can be canceled any time

[?] brush up on portuguese
(andrew)
going to origin for the beans for address

(question)
how do you find your roasters?
(andrew)
passenger ... look for transparency values
subtext another great company ... going to origin all the time

(steve)
roasters who we serve as a cafe
zapcat changes coffee often , have a ton of relationship coffees . would love to roast again
recently getting coffees from same producers

coffees fit our coffee program
hate it, wish more focused on sustainability and origin side of it

but right now, I only work with roasters who are putting transparency reports for [how much they paid to the farmer to buy
the coffee]

zapcat - dont care where, as long as knows they paid for the coffee
co-ferment coffee producer can make more money

origin for zapcat would be something like a 5 year goal

(question for andrew)
stub tab - worked at large coffees
what has helped you run your small business?

(andrew)
p&ls - spreadsheets, structure, admitadly not keeping up with them right now
need to get better at filling out spreadsheets

ceo of bluebottle purchased out, brian
ceo was on bar for hours washing dishes

showed cared for people
so andrew tries to do that as well

andrew watches valor podcast, has great resources cafe viability spreadsheet

(steve)

zapcat owner grew up in entrepreneurial household, but did not want dads stress
working with collective who automates p&l and book keeping

too expensive but done taxes past 3 years
[was thinking] irs is coming, oh god!!

so bit bullet 350 a month and they kind of teach you
(question)

why do you both use slayer machine?

(steve)

sarasota taproot moment

bold bean had a slayer, [slayer was] having a moment then
did not have money for it, so did not do it

fully utilize slayer machine, way finer 45 to 60 second shot times
would probably not get a steam

we weigh our dose

we weigh our yeild and use something for timing

but it can be daunting when prepping milk and talking to people
steam being able to volumetric and shot timers

(andrew)

address - previous jobs, had machine that would break down
had a friend who designed the machine

had a friend who had slayer steam and he worked with it
digital display used to break down a lot

(question)

thoughts on coffee as an art vs commodity?

(steve)

now and then bar in nashvile (omakase coffee bar)

not sure how to make financially viable

(question for someone to journal about)

what have you learned about yourself steven and andrew?

(steve)

betterhelp online therapy [here] at zapcat

learning not to be completely vulnerable and wrap my ego in zapcat
some people [at zapcat] are on ego journeys trying to kill their ego

the first time someone with a good pallete came in and value[d] [my coffee lineup/choice]
and then when nate came in and did not like it [broke his hart]

steve loves zapcat
coffee is super weird

[nate] came back and did not like it
made another thing - oh nate [will] get this! [and he enjoyed]

the business is not everything about me - really easy for every shot of espresso to be this is not you
hyper focus on what you like, that is fine

having a community that is so invested
(steve feels better after talking)

(andrew)

andrew talks about transparency

taking risks, and that's the only way you can get somewhere

always feel unworthy and have to deal with imposter syndrome

but hey, "I feel that way" - keep moving forward

overcoming imposter syndrome, I work at all the time

drip coffee with milk, we give him a lot of samples and today he got the coffee black

talking to people. I love to give samples out

no laptop bar

bar is reserved

(steve)

weird zapcat thing

celebrity couple names

milkbar in new york [could not get friends to go to try it for him]

needed an approachable cereal milk latte

trevor [one of his regulars] has changed and wants funky coffee now

force people to bonus situations

"help people have their coffee moment"