

Who we are



Gabriela and Elmer started Taza in November, 2022. Gabriela decided to move away from teaching transitional kindergarten TK (4 year olds) and started working at a coffee shop and roastery. Elmer started grad school and was learning about business administration while working for LA County.

We were inspired by immigrant street vendors and our indigenous roots.

What we sell



Cafe de Olla Cold Brew

Cold Brew Coffee

Hispanic household inspired
cinnamon coffee

Ingredients

Piloncillo

Canela

Coffee

Brewer Notes

Lightly sweetened

Cold

Single origin Mexico or El
Salvador



Jamaica Fresca

Carbonated Tea

Inspired by taqueria jamaica
aguas fresca

Ingredients

Piloncillo
Jamaica/Hibiscus
Citrus Fruit

Brewer Notes

Lightly sweetened
Cold
Nigerian hibiscus

Atole de Cacahuate

Hot Peanut Maize

Indigenous household drink

Ingredients

Peanuts
Canela
Maize

Brewer Notes

Seasonal
Hot
Indigenous

Chocolate Azteco

Hot Chocolate

Hispanic/Indigenous household
holiday drink

Ingredients

Chocolate (Ibarra)
Chile Ancho
Canela
Dairy Milk

Brewer Notes

Seasonal
Hot
Indigenous

Ponche

Hot Tea

Hispanic household holiday drink

Ingredients

Piloncillo
Mixed Fruits
Canela

Brewer Notes

Seasonal
Hot
Great with rum

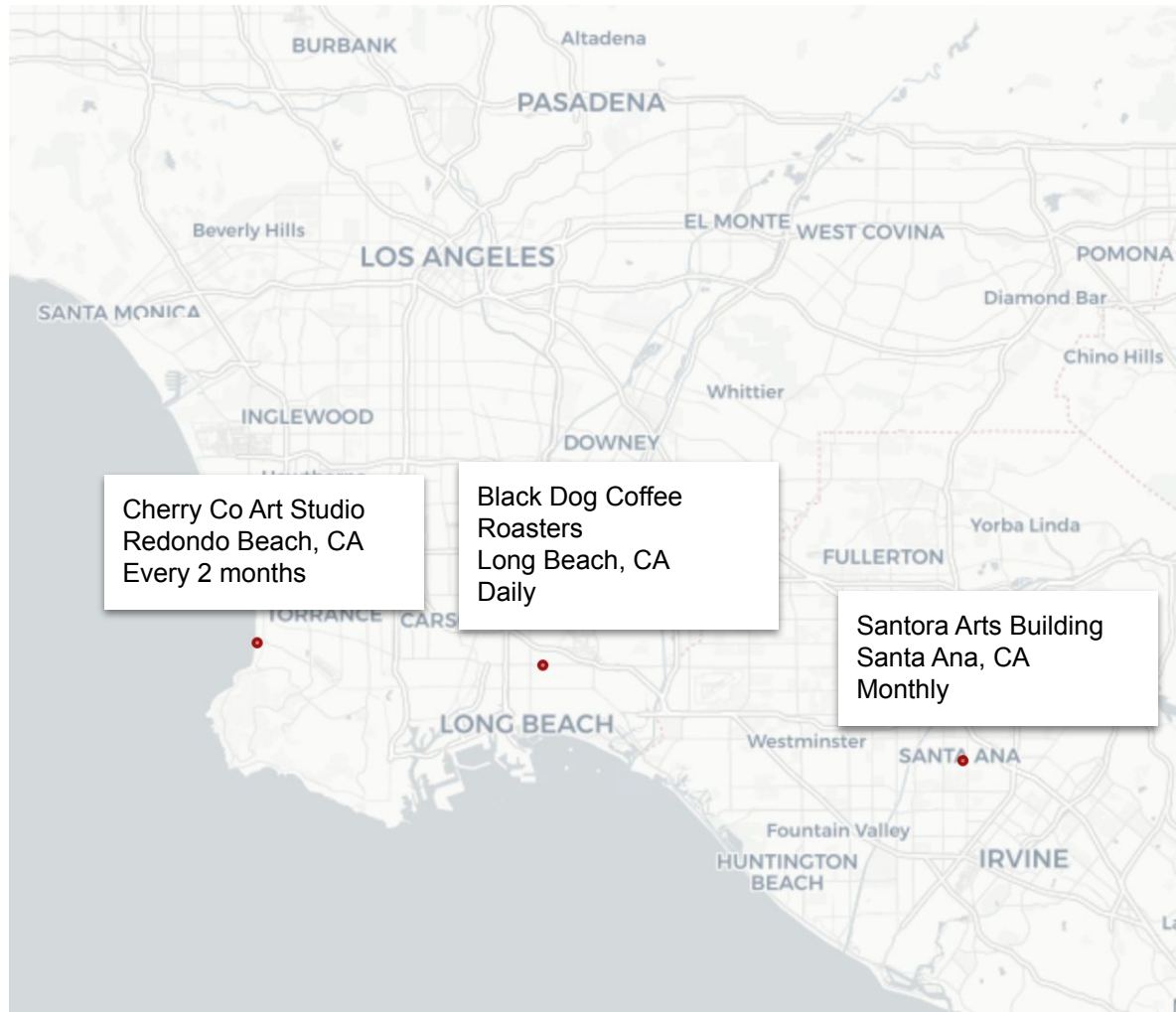
Cafe De Olla Cold Brew	Unit Price	Discount	Total Price	
Single	\$5.99	0%	\$5.99	
4 Pack	\$5.49	8.35%	\$21.99	
6 Pack	\$4.99	16.69%	\$29.99	
Bulk (12 Minimum)	\$4.79	20.03%	-	
Jamaica Fresca	Unit Price	Discount	Total Price	
Single	\$5.29	0%	\$5.29	
4 Pack	\$4.85	8.35%	\$18.99	
6 Pack	\$4.41	16.69%	\$25.99	
Bulk (12 Minimum)	\$4.23	20.03%	-	

Cafe De Olla Cold Brew Transparent Pricing Model

Owners	Business	Item	Origin	Price
Frank Sanchez	Visionary Labels	Aluminum Can	Unknown	\$0.32
Unknown	Stomp Stickers	Labels	Kansas	\$0.53
Francisco Portillo	Black Dog Coffee Roaster	Specialty Coffee	El Salvador	\$0.75
Gary	Stein Fillers and Homebrew	Nitrogen	Long Beach	\$0.15
Multiple Workers	La Palma Imports	Piloncillo	Colombia	\$0.05
Multiple Workers	La Palma Imports	Canela	Sri Lanka	\$0.05
Gabby & Elmer	Taza	Filtered Water (Estimate)	Long Beach	\$0.05
Gabby & Elmer	Taza	Preparation Labor (Estimate)	Long Beach	\$1.90

Single Can Purchase		4 Pack Purchase		6 Pack Purchase	
Price	\$5.99	Price	\$21.99	Price	\$29.99
Cost	\$3.80	Cost	\$15.20	Cost	\$22.80
Shopify Process Fee 2.9%	\$0.17	Shopify Process Fee 2.9%	\$0.64	Shopify Process Fee 2.9%	\$0.87
Mutual Aid Donation 16%	\$0.96	Mutual Aid Donation 16%	\$3.52	Mutual Aid Donation 16%	\$4.80
Gross Profit for Taza	\$1.06	Gross Profit for Taza	\$2.63	Gross Profit for Taza	\$1.52
Current Breakeven Amount					
\$7,528.06					

Where we sell



Cherry Co Art Studio
Redondo Beach, CA
Every 2 months

Black Dog Coffee
Roasters
Long Beach, CA
Daily

Santora Arts Building
Santa Ana, CA
Monthly

Who we sell to
(Consumer)

Consumer Problems

Problem	Taza Solution
I want good coffee and tea throughout the week	4 packs and 6 packs available
The canned and bottled coffee at the store tastes terrible	Drinks are specialty coffee shop quality
I don't want to support companies like Nestle or Starbucks	Locally owned and transparent business practices

Ideal Consumer Customer

Consumer

Hispanic origins

Speaks spanish

Goes to specialty coffee shops

Mid to late 30s

Has listened to spanish music within the last 7 days

Income between 72k - 100k

Lives in Long Beach

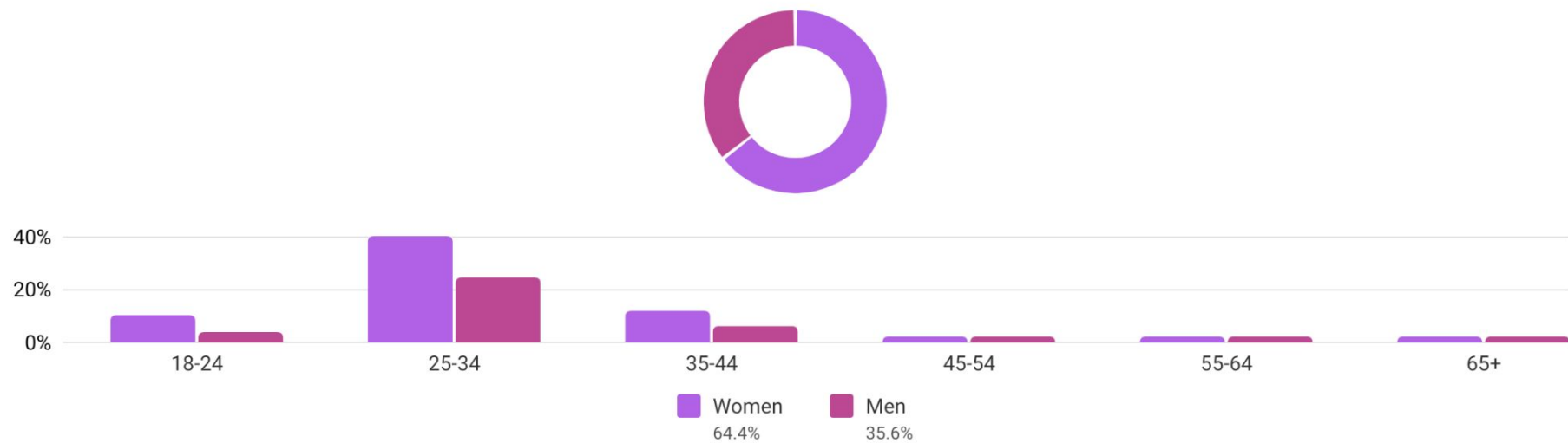
Enjoys community events

Purchases from local shops

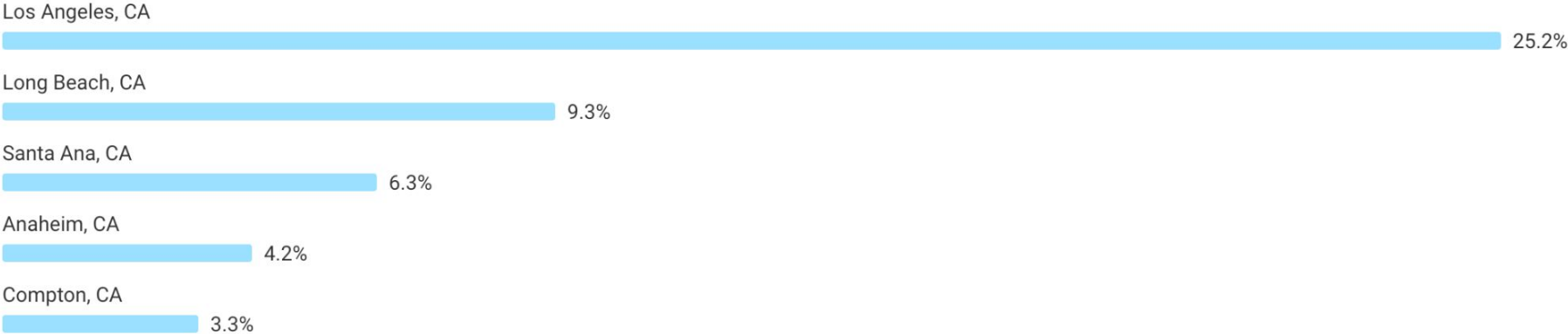
Instagram followers ⓘ

333

Age & gender ⓘ



Top cities



What we have noted from paying customer

Mostly hispanic

Slightly more women

Fair amount of customers talk to us in spanish

Compliments on logo and minimal table setup

Older people DO NOT like our pricing

Fair amount of beer and homebrew folks talk to us

Friends of friends come back and buy 4 or 6 packs

Who we sell to
(Shops and
Restaurants)

Business Problems

Problem	Taza Solution
I have so many things to do	One less product to worry about
I hate thinking about how much cold brew to make	We give recommendations on forecasting order quantities
I want to increase average order value	Customers can order packs to go
I need new products	Currently have 2, more to come
Don't have time for marketing	Our partners will benefit from included marketing on our social media & website

Ideal Business Customer

Businesses with similar customers

Specialty coffee shops
Breweries
Business offices
Recurring event spaces

What we have noted from paying customer

Very busy managing their own business
Enjoys helping another small businesses
Refers events to us
Suggests new drinks
Places custom labels on cans
Help fundraise

In the works

Feature	Service	Development
I want to track qr code scans to my unique product website	Product site and referrer generator Referrer redirect service	React + Django REST Framework + Postgres + NGINX & GUNICORN WSGI
I want businesses to be able to order cases through an app	Account management Order scheduling Payment	React Native + Django REST Framework