<u>2024 Retail Coffee Analysis Report</u>

Summary Numbers

- 8033 bags of retail coffee sold across cafes
  - Average of 223 bags sold per location per month
  - **Minimum**: 163 at **Red** in **May**
  - **Maximum**: 319 at **Prime** in **December**
- $40,000 in revenue across cafes
  - Average of $1,120 in revenue per location per month
  - **Minimum**: $655 at **Red** in **February**
  - **Maximum**: $1574 at **Prime** in **December**

The Good

- December, March, and October had strong sales and revenue pulls
- March, October, June, and May all had revenue pulls appropriate to sales rates, indicating optimized margins for those months
- March was a standout month for average revenue across beans; although December outsold it, customers were buying the most expensive beans in March

The Bad

- February was our weakest month. April and January also had weak sales numbers and June and May had weak revenue pulls
- December, August, July, November, April, and January did not have optimized pricing structures and/or have room for margin optimization
- December, August, and July would have benefitted from higher average bean prices
- November and July would have benefitted from lower prices and may represent ideal promotional/purge pricing months

The Ugly

- No Frank Torrez or Sidra Colombia was sold at Lupe in September, which hurt revenue--it was the only month Lupe made less revenue than Red, even though more bags were sold there
- Red shows extremely low average prices for Nguisse and Qonqana coffees in the month of February. Not sure why this was the case--was this a POS error? Discounts?

Key Takeaways

- Prime makes a better venue for purge coffee sales
- Max out average prices in March, July, August, September, October, and December
- Minimize average prices in January, February, April, May, June, and November
- March is best month for high end roll-outs
- November is best month for promotional pricing