



## BLUEFIRE COFFEE ROASTERS: PERSISTENCE PAYS OFF

### The Situation:

It all started at a dinner in 2011, when Patrick Maloney promised his father he would soon start his own roasting business after over a decade of working for various coffee companies. That conversation was the first step in a long and difficult journey — but that hard work paid off in the end, when Patrick finally fired up his Loring S15 Falcon in his very own roasting facility.

“My greatest challenges were raising the necessary capital investment and overcoming the fear of financial failure,” Patrick said. He relentlessly pursued his business plan and gradually overcame his fears, but he needed to find a roaster that would support his goals. He looked for efficiency, minimal maintenance costs, longevity and great customer service. After all, this was a startup company and Patrick was a one-man show, so his time and money were precious.

His dream was to roast the highest quality coffee while being able to simultaneously build his business from the ground up. He would finally realize that dream in May of 2016.



*“It took me four years from the day I started writing my plan to the day I began roasting my first batch on a Loring. I never gave up on realizing a dream I promised my late father.”*

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— Patrick Maloney,  
Owner and President

LORING SMART ROAST

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## The Solution:

Patrick knew that in purchasing a roaster, he was creating a relationship with a company that would last many years. After many conversations with the Loring team, he felt confident that they would give him the same support that they would provide for any large-scale roasting company.

After his lengthy search, Patrick chose a Loring S15 Falcon. Although the purchase process may have taken longer than that of a large company with plenty of capital, he said “the Loring team treated me with so much respect while I put the pieces in place to launch my business.”

Finally, it was time to fire up the machine that would give Blue Fire Coffee Roasters its name.

## The Result:

Patrick immediately fell in love with the software and touchscreen, which have allowed him to better manage his manual roasts while not having to worry about the physical distractions of other roasters. Plus, he estimates that the time he spends on maintenance is about 1/10<sup>th</sup> of the time that other roasters require. He says, “the most important feature is the fact it produces the cleanest, most consistent, highest quality tasting coffee — period.”

Patrick hopes to grow his business to the point where he can purchase a larger S35 or S70. “The Loring has allowed me to produce the product I need and still have a ton of time to build my brand and business — a critical element in sustaining the first years of a startup,” Patrick said. “I will never buy another brand of roaster as long as I am in this business.”

