

CUSTOMER STORIES

The Situation

In 2010, Jim Chapman and Matt McQuilkin opened the doors to Black Coffee Roasting Company in Missoula, Montana, with the goal of roasting and serving delicious, sustainable coffees. They began with sourcing and roasting the best organic coffees they could find, a feat they were proud to accomplish in their first year.

But in other areas – roasting, for example – they knew they could do better. With their conventional 12 kg. roaster, they had opted out of an afterburner because it would have meant burning major amounts of fuel. Even so, skipping the afterburner left them with a disappointing emissions problem. They had founded Black Coffee Roasting Company with the idea of leaving as small an environmental footprint as possible, but the compromises made with their conventional roaster left them far from their environmental goals. They wanted a roaster that delivered on flavor but that could do so efficiently and economically, without having to make a tradeoff on either gas consumption or emissions.

The Solution

In 2013, the time was right for the growing roastery and café, and Jim and Matt made the switch from their conventional machine to a **Loring S35 Kestrel** coffee roaster. The move made an immediate impact to their operations, more than doubling their production capacity and simultaneously dropping their gas consumption by two-thirds. “We were blown away by how little gas we used with a Loring roaster,” says co-owner Jim Chapman, “The gas bill was so incredibly small, and that was after moving up in size from a 12 kg. to a 35 kg. roaster.”

The ease of running profiles on a Loring roaster freed up valuable headspace, too. According to Chapman, “On a traditional drum roaster, you’re operating a fully manual machine. You are constantly keeping tabs on time, temp, gas and airflow. There’s no ability to take a phone call or shoot off an email. You have to actively manage the machine to be sure it goes where you want to go. But with a Loring roaster, I am working with a well-designed automation system that I have found functions incredibly well. Suddenly I could take that call or answer an email and still roast fantastic coffee.”

By making the switch to Loring, Black Coffee Roasting Co. was able to:

increase
production
capacity: **200%**

decrease
gas
usage: **66%**

The Result

The move from a conventional 12 kg. roaster to a Loring S35 Kestrel created a net savings for Black Coffee Roasting Company that, over the following year, helped them move to a larger retail and roasting space, and even add employees. The switch to a Loring roaster freed up funds for them to grow, and gave space for the company to explore sustainable cups, paper goods and wares – an important aspect of their environmental commitment. Best of all, it radically reduced their carbon use and emissions.

In their first 5 years of business, Black Coffee Roasting Company was able to move from 1.5 employees in a 1,200 square-foot space, to 5,600 square feet of café and roastery in a prime downtown location. The switch to a Loring S35 Kestrel roaster in their third year factored heavily into that ability to grow. At almost a decade in, Black Coffee Roasting Company has 22 employees, a vastly expanded wholesale business, a growing subscription coffee service, and is roasting 4 to 7 hours a day, 5 days a week on their Loring S35 Kestrel.

As they look ahead, Jim and Matt are proud to continue reducing their environmental footprint while growing their coffee community in Missoula and beyond. “My coffee community isn’t just me in my shop with my customers who come in. My coffee community is importers, farmers, wet mills, dry mills, all of it – and it extends globally,” says Chapman. “I want to see coffee shine every step along the way, and from a coffee and sustainability standpoint, we look at our Loring roaster as the center of our world.”

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JIM CHAPMAN

CO-OWNER

BLACK COFFEE ROASTING CO.



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Loring Smart Roast, Inc.

3200 Dutton Avenue, Suite 413
Santa Rosa, CA 95407
+1 707 526 7215
sales@loring.com

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