



CUSTOMER STORIES

The Situation

In the art of coffee roasting, managing the subtle nuances from batch to batch is part of the craft. But for Tim Wendelboe, who is known worldwide for the delicate flavors in his coffees, handling this sometimes frustrating aspect of coffee roasting is a challenge he takes very seriously. Wendelboe's systematic approach to consistency and profile matching includes data collection and monitoring, as well as rigorous quality control. Even with all these measures in place, and with years of experience on his old 15 kg. open drum roaster, Wendelboe still wasn't able to consistently match his signature flavor profiles.

In addition to that, he was burning through a good deal of gas in his effort to chase these profiles. "A lot of heat just went straight out the chimney. The drum would be different temperatures depending on the season. So if it was very cold in the room – which it is in the winter in Norway – we would have to use a lot more gas to heat both the drum and the air to get to the same bean temperatures."

Roasting without an afterburner provided some gas savings, but roast days would find them spewing blue-gray smoke into the air. Quarterly chimney cleaning was an all-day grueling affair. So in 2018, Tim Wendelboe made the choice to overhaul his whole setup, starting with his roaster.

The Solution

Wendelboe opted for the **Loring S35 Kestrel**, more than doubling his roast capacity, so he could meet the growing demand for his coffees. "Everyone told me I should expect to use a little more gas going from a 15 kilo without afterburner to a 35 kilo, but actually the exact opposite happened. Even though we are roasting a lot more coffee on a Loring roaster, we are using less gas. I was very surprised when I saw we are saving 30 percent."

What really amazed Wendelboe was that he was roasting more coffee more consistently, and the emissions coming from his roastery were no longer dirty. "With the Loring roaster you don't see fumes coming out of your roastery. The smoke is incinerated within the roaster. It's much cleaner and more efficient, using less gas even while producing more." Beyond business, Wendelboe had a more personal reason to get his roastery burning clean. "Because I live in Oslo, just two minutes away from my roastery, I wanted to see the air quality improve in my neighborhood."

Over time, Wendelboe noticed the old maintenance routine was no longer going to be necessary either. "One of the things that was very important to me was that our new roaster should be easy to clean. Our old roaster took me an entire day to dismantle and clean. It was a job I did once every three months, and it was full of soot. I used to have to wear protective clothing and use a power drill with a steel brush to clean all the parts in the cyclone fan. With a Loring roaster we clean it once a week and it takes maybe an hour."

By making the switch to Loring, Tim Wendelboe was able to:

increase
production
capacity: **225%**

decrease
gas
usage: **30%**

The Result

The switch to a Loring roaster created \$4,000 in gas savings in one year for Wendelboe, and the ~30% drop in consumption meant he was saving money while also saving his neighborhood air.

ANNUAL COST OF GAS PER KILOGRAM OF GREEN COFFEE ROASTED

2017 | PREVIOUS ROASTER | €.29/KG

2018 | LORING S35 KESTREL | €.21/KG

Today, Wendelboe's team is able to roast much more efficiently. With their larger production capacity, time spent cupping – a quality control practice that previously had them tasting 80 batches per week – has been cut in half. "The bottleneck now is not the roasting, the cupping, or even the maintenance, as it was in the past. It's the packaging – and that's a good problem to have."

With all the efficiencies, Wendelboe's team is now able to plan an increase from two roast days a week to four. That's the goal, at least, and Wendelboe has seen his numbers pave the way, with 20-25% growth in the year since he switched to Loring.

And when it comes to profile matching, the all-important measure of consistent flavor, this is where Wendelboe has seen the incalculable value of switching to a Loring roaster. "I have to say, even with 16,000-17,000 roasts on the old roaster, we were never able to hit the same profile every time. With the Loring, just after 5 weeks, we are able to hit the profile more or less every single time."

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TIM WENDELBOE
OWNER



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