



# LORING™

The Smarter Way to Roast

## CUSTOMER STORIES

### The Situation

Back in 2014, brothers-in-law Stephen Hall and Jeff Johnson opened Tinker Coffee Co. on a gut feeling that there was pent-up demand for craft-roasted coffees in their portion of the midwestern United States. Four years and thousands of pounds of specialty coffee later, the partners found themselves straining to keep up with that demand. They were pushing their traditional 12 kg coffee roaster with afterburner to its absolute limit. Stephen and Jeff were roasting up to 12 hours a day, 5-7 days a week.

"Our long roasting days had to do with the size of our machine, as well as the roaster not being able to roast and cool at the same time," says Hall. "At the volumes we were producing, we not only wanted a shorter cooling time, but we needed a solution for some of the process problems we were seeing."

Chaff, in particular, was a huge pain point for the Tinker crew. "Airflow with our old machine was pretty weak, so there was still quite a lot of chaff in the coffee when we dropped it. We would have to vacuum under the cooling tray and in the afterburner after every roast session, sometimes even halfway through on a heavy day." On hot days, too, production would suffer, as the roasting room would easily get up to 100 degrees Fahrenheit with chaff



# TINKER

COFFEE CO.

INDIANAPOLIS, INDIANA

all over the floor, a circumstance they found themselves constantly managing in order to prevent a fire.

Consistent roasting on their traditional machine had always been a challenge. It was a manual process, and required much more focus. With the high volumes they were roasting in 2018, the time had come for Tinker Coffee to upgrade their coffee roaster.

### The Solution

Stephen and Jeff looked into several brands and saw people they respected – Rob Hoos and Tim Wendelboe, specifically – either operating, or switching to, Loring roasters. They decided on a Loring S35 Kestrel because of its size, efficiency, automation and ease of maintenance.

The ease of maintenance was one of the first things they noticed. Both the airflow and chaff storage on their new Loring roaster made for a decidedly cleaner process. The time they had spent on maintenance was cut dramatically beginning with their very first roast day. There was no chaff in the drop, and none to vacuum up at the end of the day.

"The design of our old roaster meant we had so many outside variables that we couldn't control for," says Jeff Johnson. "For a coffee nerd, the automated process of the Loring allows you to be nerdy and to do things more precisely."

By switching to Loring S35 Kestrel, Tinker Coffee Co. was able to

increase  
production  
capacity:

**350%**

jump  
from  
2.5 to

**3.75**

ROASTS  
PER HOUR

## The Result

After switching to the S35 Kestrel, Tinker was able to maintain their output, while reducing the number of hours spent roasting. It also gave them the flexibility to roast bigger batches or easily add another day of roasting when needed.

## DAILY ROAST PRODUCTION

PROBAT L12 | 400 LBS/HR

LORING S35 KESTREL | 1800 LBS/HR

The result was roasting became less of a chore and morale was higher. "Being a roaster is more than just roasting. We wear a lot of hats, so the automation allows us the freedom to do other things, like send an email, help a customer, or get the next batch ready. And now we have more time for the sourcing and cupping that are so important to producing delicious coffees," says Hall.

Tinker also found the integrated automation features of a Loring roaster delivered new levels of control over their roasts. "Consistent roasting is easier to do with a Loring," says Hall. "We have the ability to change a profile in a deliberate way and then be more confident in the flavor we were going for."

Looking to the future, Tinker aspires to roast even more coffee. "We got into it to business to bring a type of coffee to Indianapolis that wasn't there. We've done that, and people love it," adds Johnson. "Everything from roasting to sourcing to cupping. We are in the pursuit of perfection, and we think Loring can help get us there."

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for the sourcing and cup-  
ping that are so important  
to producing delicious  
coffees. "*

**JEFF JOHNSON**

CO-FOUNDER  
TINKER COFFEE CO.



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