



CUSTOMER STORIES

The Situation

For over twenty years, La Prima Espresso Co. roasted their coffees on a traditional drum roaster, as had been done in Italy and across the world for decades. They created all their original profiles for filter and espresso coffee on that machine and it served them well.

Unfortunately, as time went on and production increased, maintenance proved to be more of a challenge. The team spent an hour a day blowing out the drum and cleaning the chaff collectors – a total of 245 hours per year. They also spent about 2.5 hours per week on deep cleaning, including removing the cooling trays for a full clean. Altogether, that time added up to 15.6 days per year spent on cleaning alone.

Additionally, routine maintenance of the stacks cost \$800 per month, or \$9600 per year.

The Solution

Founder Sam Patti started La Prima in 1988 as an espresso machine showroom, which quickly pivoted into a full-service espresso bar in Pittsburgh's restaurant district, The Strip. They carved out their own little slice of Italy right in the heart of the city.

They began roasting their very own espresso in the Manchester neighborhood on North Side. Today, they roast over 20 varieties of coffee to order, including espressos.

After so many years running a successful business, La Prima was ready to make a change. Their roasting operation continued to expand into the retail sector and they needed a solution that would save them time and reduce unnecessary costs.

They made the decision to switch over to a Loring S35 Kestrel to take advantage of the reduced fuel costs and greater level of roast control. Surprisingly, they also found that their yearly maintenance routine changed drastically – in a good way.

By using Loring roasters, La Prima Espresso Co was able to:

reduce time spent
on machine
maintenance by:

67%
per year

decrease
cleaning
costs by:

\$8800
per year

The Result

After installing the Loring and running it for two years, La Prima found that their machine maintenance time was *reduced by 67%*. Instead of dedicating nearly 16 days total every year solely to maintenance, the Loring allowed them to cut that time down to only 5 days total per year.

Rather than paying monthly hot stack cleaning costs, the spend was reduced to nothing (\$0) due to the Loring's unique smoke incineration capability. Stack maintenance was reduced to a single yearly cleaning for the cold stacks. Chaff barrel cleaning is now a simple 5-minute affair and they can expect roughly 8 hours per year in routine annual maintenance from a technician, or a single day of downtime total every year.

In addition to the fuel savings, this difference in both time and money gives La Prima fantastic additional value and the opportunity to focus on other aspects of their business.

"Clearing chaff on our previous roaster took up to an hour every day. Now we spend five minutes per day cleaning the chaff barrel."

- Chuck Connors, Head Roaster

"With our old roaster, we were spending about 15 days total per year just on routine maintenance. With the Loring, it's 5 days total per year."

CHUCK CONNORS
HEAD ROASTER, LA PRIMA



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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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