



CUSTOMER STORIES

The Situation

Australia is a unique place in the landscape of coffee culture. Tim Briggs, owner of Underground Coffee, says, "Australians have no constraints of tradition and are willing to experiment. The people who join the industry tend to be drawn to innovation." The coffee culture is experimental while also demanding a certain level of quality and competitiveness.

As Underground's business moved from the hobbyist side to a legitimate operation, they needed a roaster that could handle larger capacity.

They were already well underway toward purchasing a larger capacity roaster that would meet their production needs, but realized quickly that it had limitations in achieving the profiles they were after with their single origin coffees. Underground needed a solution that offered both increased capacity and a high level of consistency.

The Solution

After hitting a snag during financing, Briggs opted to roast at a local co-op using a Loring S7 and a Loring S70. "The first thing that strikes you with a Loring is its design and quality workmanship," Briggs says. "It is a showpiece in the roastery."

Working closely with the Loring showed Briggs and his staff that they could manage their broadening catalog of roast profiles well while increasing their productivity to meet local demand. They found consistency more difficult on their older system due to ambient factors like temperature and humidity. Using a Loring eliminated most of those discrepancies and produced better batch consistency.

Briggs reached out to his local Loring representative and moved on a Loring roaster quickly. Every concern he had – proper support, consistency, capacity, fuel consumption, and more – would meet its match with the new machine.

"The first thing that strikes you with a Loring is its design and quality workmanship; it is a showpiece in the roastery. From an operational point of view, the Loring has far more power than our previous roaster, allowing us to produce profiles we were happy with." - Tim Briggs, Owner

The Result

After Briggs made his decision to purchase a Loring, he found the process virtually painless. "Communication throughout the purchase process and installation was outstanding," he says.

Underground's quality control staff has found the Loring produces far more consistency between batches. Though they didn't make their final purchasing decision based on projected fuel savings, they found the lesser gas consumption helped out as the cost of gas soared. From an operational view, Briggs says the Loring is more powerful than their previous roaster and helps them achieve profiles they're very happy with.

"Our coffee is cleaner in the cup with the Loring," Briggs says.

Underground Coffee Roasters began in 2015 as a small online and wholesale operation roasting on a 5kg roaster in founder Tim Briggs' garage. Since that time, they've expanded operations to a full roastery and coffee shop.

The Underground mission is to provide high-quality coffee in a fun and approachable way. Customers should be able to explore and enjoy different coffees without feeling intimidated, and Briggs' team delivers that experience.

"We found consistency harder with our old system as the roaster was affected by external factors such as temperature and humidity. The Loring was far more consistent between batches. Our coffee has become cleaner in the cup with the Loring."

TIM BRIGGS
OWNER, UNDERGROUND COFFEE



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