



Critical Coffee

**Curated Coffee Culture
in
Saskatchewan**



Critical Coffee:
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In Saskatchewan

Executive Summary

Business Name: Critical Coffee

Location: Watrous/Manitou, Saskatchewan

Concept: A premium coffee bar offering an exclusive, high-end tasting room experience like a wine or spirits tasting room, showcasing the finest coffee from Saskatchewan.

Mission Statement: To create a refined, members-only destination where coffee enthusiasts can explore, taste, and purchase the highest-quality coffee sourced exclusively from Saskatchewan roasters while gaining a deeper understanding of the region's coffee culture.

Vision Statement: To become the premier coffee destination in Saskatchewan by providing curated, immersive tasting events and exclusive retail opportunities that celebrate local coffee producers.

Objectives:

- Establish Critical Coffee as a destination for coffee enthusiasts across Saskatchewan.
- Develop a comprehensive coffee review and ranking system for all Saskatchewan coffee producers.
- Build a loyal membership base of at least 300 members in the first year.
- Achieve a revenue of \$1M by the end of Year 2.

Market Analysis

Industry Overview

The specialty coffee industry is experiencing significant global growth, with consumers increasingly willing to pay a premium for quality, ethically sourced products.

Canada's specialty coffee market has expanded rapidly, with coffee lovers demanding unique, artisanal blends and curated experiences.

Saskatchewan's coffee scene is on the rise, with a growing number of roasters and small-batch producers.

Target Market

Primary Market: Affluent coffee enthusiasts and connoisseurs aged 30-60 in Saskatchewan and neighboring provinces.

Secondary Market: Local residents interested in exclusive, curated experiences.

Market Segmentation:

- Ages 30-60, well-educated, with disposable income, seeking exclusive and curated experiences.
- Professionals and executives with a passion for high-quality products.
- Visitors and tourists to Watrous/Manitou, interested in exclusive culinary and beverage experiences.

Competitive Analysis

Direct Competitors:

- Local specialty coffee shops and bars in Saskatchewan.
- Other tasting room-style establishments for beverages like wine and spirits.

Indirect Competitors:

- Cafés, restaurants, gourmet grocery stores, and online coffee retailers.

Unique Selling Proposition (USP):

- Members-only access to a luxurious, curated tasting room and events.
- Comprehensive catalog, rating, and review of every Saskatchewan coffee producer.
- Monthly coffee samples sourced from every roaster.

Market Trends

- Increased consumer interest in locally sourced and ethically produced products.
- Growth in experiential dining and beverage experiences, with consumers seeking unique, curated events.
- Rising demand for subscription-based models that offer exclusive benefits.

Membership Model

Subscription Tiers

Gold Membership (\$100/month):

- Unlimited access to the tasting room during operating hours.
- Invitations to monthly tasting events.
- Access to exclusive member-only coffee blends.
- 10% discount on retail and online store purchases.

Platinum Membership (\$200/month):

- All Gold features plus:
- Private tasting sessions with personalized curation.
- Access to exclusive masterclasses and workshops.
- 15% discount on retail and online store purchases.

Diamond Membership (\$500/month):

- All Platinum features plus:
- Personalized annual coffee review and ranking report.
- Dedicated concierge service for personalized coffee recommendations.
- VIP invitations to exclusive tasting events and special releases.
- 25% discount on retail and online store purchases.

Facility Design & Layout

Location Overview

Address: Watrous/Manitou, Saskatchewan.

Accessibility: Ample parking, proximity to local attractions and resorts.

Facility Design Features

Tasting Room:

- Luxurious, refined aesthetic similar to a high-end wine or spirits tasting room.
- Exclusive, members-only access with curated coffee tastings and educational events.
- Features an elegant bar area, tasting tables, and private tasting booths.

Retail Space:

- Offers curated coffee products for on-site purchase.
- Sells exclusive merchandise like brewing equipment, accessories, and apparel.

Online Store:

- Members can purchase, subscribe, or order directly through the website.
- Features a user-friendly interface with comprehensive coffee reviews and rankings.

Event Space:

- Dedicated area for hosting tasting sessions, masterclasses, workshops, and VIP events.
- Equipped with audio-visual technology for presentations and demonstrations.

Additional Amenities:

Cupping Lab: For professional coffee tasting, reviews, and educational workshops.

Private Meeting Rooms: For Diamond members to host business meetings or private events.

Concierge Desk: Personalized service for Diamond members.

Strategic Partnerships**Coffee Producers & Roasters**

- Collaborate with every Saskatchewan coffee producer and roaster to source products for tasting room events.
- Establish contracts to ensure a steady supply of high-quality products.

Event Sponsors

- Partner with local businesses for event sponsorships, increasing brand visibility.
- Secure sponsorships from luxury brands interested in aligning with the premium coffee experience.

Local Artisans & Producers

- Feature products from Saskatchewan artisans and food producers to complement the coffee tasting experience.
- Collaborate with local chocolatiers, bakers, and cheese producers for paired tasting events.

Profitable Partnerships Strategy

Align Values: Define a clear brand identity that resonates with partners.

Craft Irresistible Messages: Create compelling narratives that speak directly to the target market's desires.

Marketing & Sales Strategy**Brand Identity & Messaging**

- Position Critical Coffee as the premier coffee destination in Saskatchewan, emphasizing local sourcing and quality.
- Emphasize exclusivity, luxury, and personalized experiences in all communications.

Content Strategy

- Develop a monthly coffee review and ranking report to be promoted through blogs, social media, and local publications.
- Create engaging visual content showcasing the tasting room experience and curated events.
- Collaborate with local influencers and coffee bloggers for authentic storytelling.

Events & Promotions

- Host monthly member-exclusive tasting events and public launch events to attract potential members.
- Organize masterclasses and workshops with renowned coffee experts.
- Offer early-bird promotions for founding members and provide referral discounts.

Strategic Mindfulness Strategy

Mindful Leadership: Foster a leadership culture that emphasizes clarity and purpose.

Customer-Centricity: Integrate customer feedback into event planning and retail offerings.

Employee Well-Being: Create a supportive work environment to ensure excellent customer service.

Operations Plan

Sourcing

- Purchase coffee products from every Saskatchewan roaster monthly for review and tasting events.
- Develop a standardized rating and review process to maintain consistency.

Staffing

Baristas: Highly trained professionals for coffee preparation and tasting room service.

Event Coordinators: Plan and manage tasting events and masterclasses.

Membership Sales Representatives: Acquire and retain members through personalized service.

Retail & Online Store Managers: Oversee inventory, merchandising, and customer orders.

Concierge Service (Diamond Members): Personalized recommendations and event invitations.

Events & Tastings

- Curate monthly tasting sessions with featured roasters and exclusive coffee blends.
- Organize masterclasses, workshops, and VIP events with renowned coffee experts.
- Personalize tasting experiences for Platinum and Diamond members.

Facility Build Plan

The facility build plan is provided in a separate proposal, covering the design, layout, and construction of the tasting room, retail space, and event areas.

Financial Projections

Revenue Streams

Membership Subscriptions: Gold, Platinum, and Diamond tiers.

Retail Sales: Coffee, brewing equipment, accessories, and apparel.

Event Sponsorships: Monthly tasting events, workshops, and VIP events.

Online Store Sales: Coffee subscriptions, merchandise, and gift packages.

Projected Revenue (Year 1-3)

Year 1: \$800,000

Year 2: \$1.2M

Year 3: \$2M

Initial Investment Needs

Facility Setup: Design and construction of tasting room and retail space.

Equipment: Coffee brewing equipment, point-of-sale systems, and furnishings.

Initial Inventory: Coffee products, merchandise, and event supplies.

Marketing Budget: Content creation, social media campaigns, and launch events.

Operational Costs: Staffing, rent, utilities, and other operating expenses.

Break-Even Analysis

Fixed Costs (Year 1): \$500,000

Variable Costs (Year 1): 50% of projected revenue

Break-Even Point (Year 1): \$1M

Expected to break even within the first 18 months with a projected 300 members.

Risk Analysis & Mitigation

Competition

Risk: Emerging specialty coffee shops and tasting rooms in the region.

Mitigation: Offer unique member-exclusive experiences and maintain a comprehensive review system.

Supply Chain Disruption

Risk: Coffee supply shortages due to production or shipping delays.

Mitigation: Establish contracts with roasters and diversify sourcing within Saskatchewan.

Market Saturation

Risk: Declining demand due to oversaturation of specialty coffee establishments.

Mitigation: Continue to innovate by offering unique events and personalized curation.

Economic Downturn

Risk: Reduced consumer spending on luxury experiences.

Mitigation: Develop flexible membership options and offer affordable tasting events.

Conclusion

Critical Coffee aims to become the premier destination for coffee lovers across Saskatchewan and neighboring provinces, offering a luxurious tasting room experience with curated local products and exclusive membership benefits. By focusing on quality, exclusivity, and strategic partnerships, the brand will differentiate itself and achieve sustainable growth in the market.

Next Steps

Secure Funding: Finalize the business plan and seek investors or loans.

Facility Design: Partner with architects and designers for the tasting room concept.

Strategic Partnerships: Begin establishing relationships with local coffee producers and event sponsors.

Marketing Launch: Develop a comprehensive launch strategy to build early buzz.

NOTES:

Cups are important. As important as the right wine glass is to the right wine. But more that the right cup is to the right consumer.

Bespoke blends, intake and interview to find the perfect blend.

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