

## Golden Brown Fact Sheet

### About Golden Brown

Golden Brown exists to entertain and educate people with food and beverage media content. More than just a coffee company, Golden Brown has fostered a vibrant online space across multiple platforms, and become the largest coffee media company in Australia.

Founders Rohan Cooke and Sonam Sherpa connected in the early 2010s, working together in some of Melbourne's best cafes and restaurants. Following divergent paths in their successful individual careers, they reconnected, building off a shared belief that everybody deserves a good coffee.

Beginning in 2021 with TikToks filmed in Rohan's apartment, Golden Brown built a loyal following of food and beverage lovers, as well as creating their own coffee company 'Golden Brown Coffee'. Born from a desire to create a great-tasting drop without compromising affordability, Golden Brown Coffee offers beans specifically roasted for use on home machines.

Golden Brown now shares hundreds of tutorials across platforms such as Instagram, TikTok, and YouTube, an essence of playfulness and experimentation resonating through all that they do. It's the dedication to sharing the craft that permeates through Golden Brown's brand, put best in their words '*Coffee without the Snob*'.

### The Name

The name 'Golden Brown' reflects all things delicious. Think the colour of crema when brewing espresso, or the desired crust on a fresh loaf of bread. Golden Brown is the colour you look for, and 'Golden Brown' is the company you look *to*!

### Founders

Rohan Cooke - [Insert LinkedIn]

Sonam Sherpa - [Insert LinkedIn]

Both Rohan and Sonam are coffee enthusiasts (addicts), their shared passion serving as a catalyst for the creation of Golden Brown.

Rohan's journey brings extensive industry knowledge, cultivated during his tenure as Creative Director at San Francisco agency *Goodby, Silverstein & Partners*.

Meanwhile, Sonam spearheads operations. His previous establishment of two cafes and a furniture import and manufacturing business provides a wealth of experience.

Their knack for forward thinking in the media landscape has allowed Golden Brown to forge a new and unique path as a coffee media company.

## Shipping

Golden Brown delivers to Australia, New Zealand, Singapore, the United States and Canada, with orders sent every Tuesday and Thursday. Shipping costs do apply and are adjusted based on location. Discounted shipping is available via specific promotions that run throughout the year.

## Refunds and Returns

Golden Brown offers a 14-day return policy. Shipping charges are non refundable. If the goods are faulty, have been wrongly described, are different to the product purchased on the website or don't function properly, customers can choose between a refund, exchange or credit.

## Background to Coffee Market

- The global market for coffee amounts to US\$94.7bn in 2024 (based on revenue at home, e.g revenue generated in supermarkets and convenience stores).
- The Australian market for coffee amounts to AU\$2.2bn in 2024 (based on revenue at home).
- Globally, the revenue at home is expected to grow annually by 4.37%.

*\*source, Statista, 2024*

## Social Handles

@goldenbrown.coffee

Instagram - <https://www.instagram.com/goldenbrown.coffee>

TikTok - <https://www.tiktok.com/@goldenbrown.coffee>

FaceBook - <https://www.facebook.com/goldenbrown.coffee.cuphead>

Website - <https://goldenbrown.coffee/>

YouTube- [https://www.youtube.com/channel/UC5CMDiV4Mciy5fDb5Y\\_8u-Q](https://www.youtube.com/channel/UC5CMDiV4Mciy5fDb5Y_8u-Q)

## Media Contacts

Katie Payne  
Social Media Manager  
[goodmorning@goldenbrown.coffee](mailto:goodmorning@goldenbrown.coffee)

## Shipping Address

Golden Brown HQ  
616 Nicholson St  
Fitzroy North VIC 3068

## Product Details

Golden Brown offers a variety of curated coffee beans designed for home machines. Beans are roasted just that little bit further to make flavour extraction easy. Beans can be delivered as whole beans or ground to suit customer preference. Roasting is tailored to match the preferences of individual customers and their brewing style.

*Signature Blend* - Reminiscent of classic Italian style espresso with a rich and full bodied flavour. Tasting notes of chocolate, hazelnut and honey.

*Decaf, Colombia Popayan* - Delivers a robust flavour without the caffeine. 100% Colombian origin. Tasting notes of sweet pears, milk chocolate, honey, low acidity.

*Sun Dancer Espresso Blend* - A blend of two coffees from Guatemala, similar to blends encountered at boutique coffee shops. Utilises the best parts of both natural and washed coffee. (50% Guatemala Marlon Del Valle, Washed + 50% Guatemala Marlon Del Valle, Natural). Tasting notes of bright berries and sweet almond and cocoa.

*Filter Coffee Blend* - A rich and sweet 100% Brazilian blend. Designed for home filter machines and apparatus'. Tasting notes of summer fruits and brown sugar.

*Kenya Igutha Coffee Factory, Single Origin - Omni Roast* - Omni-roasting ensures beans can be brewed using any method. Perfect as a bright espresso or a full bodied filter. Tasting notes of black currant, grapefruit, nectarine, lemon and black tea.

Golden Brown has since expanded into a range of apparel and coffee gear, as well as their 'perfect coffee cup', developed alongside Melbourne ceramicist Ali Frith.

## Coffee Subscriptions

Golden Brown offers a coffee subscription service. Coffee is roasted daily to order, then shipped directly to subscribers. Subscriptions always ship free, and can be skipped, changed or cancelled at any time.