

SUSTAINABLE BUSINESS NETWORK

"This model allows us to pay our suppliers **TWICE** the Fairtrade price"

Contracting directly with producers = a smarter, fairer supply chain for all

BY WHATEVER BEANS NECESSARY

WHO ARE CHIMNEY FIRE?

A Surrey Hills-based roastery and supplier of speciality-grade coffee, laying the ground work (pun intended) for better supply chain transparency.

The coffee industry supply chain is notoriously opaque; it's nearly impossible to know where your produce has come from, or whether the suppliers are paid a living wage.

THEIR SUSTAINABILITY CHALLENGE

THEIR SOLUTION? Skipping the middle man entirely!



STEPS TO A SOLUTION

1

Creating committed, lasting relationships with producers

Chimney Fire purchases coffee directly from their producers, developing trusting, transparent relationships with the farmers growing the coffee. By gaining vital control of their supply chain and avoiding unnecessary fees, they can pay their producers **twice the fairtrade price**, while keeping their final wholesale price competitive.

2

Introducing the coffee to customers in a new way

The reality of coffee production is that the product fluctuates over time due to natural variation. By introducing this personalised, single-origin relationship to customers, you can change customers' perception of this variation.

3

Getting strategic when purchasing dollars

Chimney Fire protects its business from industry instability by purchasing its dollars at strategic times of the year, rather than as and when needed. By doing this, they ensure the price of their coffee remains stable, without relying on a middle man.

4

A modern way of doing things

Unlike standard industry practice, Chimney Fire agrees the bulk coffee price in advance with the suppliers, and then finances this purchase themselves. This way, they don't have to deal with the middle men, who always take a cut when purchasers buy the coffee in smaller quantities.



"We buy our packaging straight from the manufacturer. Why is doing the same so unusual when it comes to coffee?"

*Dan Webber,
Founder*