



BEHIND EVERY GREAT CUP: MEET OUR COFFEE TEAM

Stephanie Mayer, Fortuna Graphics & Marketing | Fortuna Enterprises, LLC

If there's one thing to know about Fortuna, it's that we love our coffee. Drip, espresso, cold brew — come by our office, and you'll see any number of us sipping away at our brews of choice. Coffee permeates our company culture so deeply, if not just for the fact that it fuels so many of us every day, then because it's part of our business' identity and foundation.

When Fortuna first opened in 2000, our focus was on imported specialty goods for a customer base consisting primarily of Italian restaurants and pizzerias. As we learned and evolved with our customer's needs, we began importing roasted espresso blends, but a growing demand for local, freshly roasted coffee had us setting our sights even further.

In 2009, we purchased a small, local roasting company and created Fortuna Coffee, our very own in-house coffee roasting company. Soon after came our coffee education department, dedicated to staying up to date with the latest in coffee brewing and equipment and passing that knowledge onto local coffee businesses.

Nowadays, our Coffee Department is going strong, providing specialty coffee and education in and beyond the Greensboro area. We've built lasting relationships with our customers and the coffee community across the country, establishing ourselves as an accessible resource for anybody at any step in their coffee journey.



Coffee Roasting

When Fortuna began roasting coffee over 16 years ago, we made it our mission not only to provide our customers with consistent and high-quality coffee, but also to bring new, exciting flavors and extensive coffee knowledge to our community.

We source our coffee from growing regions across the world, carefully selecting beans that align with our customers' taste preferences and budgets. With so many origins and varieties to choose from, we focus on offering both unique flavors for all kinds of palates and sourcing beans that keep our blends consistently delicious, all year round.

At any given time, we have an average of 33 single origins and 21 blends available, roasting around 26,800 pounds of coffee every month. With our new, state-of-the-art roasting facility in the works, we are excited to expand that capacity even further in the coming years.

We provide wholesale coffee for several local coffee shops, restaurants, and even hotels, with our reach extending well beyond the triangle area and across the U.S. We even offer

private labeling services that allow our customers to order their coffee with a custom-branded label, designed either by themselves or our Graphics Team.

When the pandemic temporarily closed coffee shops, customers were left without a physical shop to fuel their premium coffee experience. To keep our coffee-loving community well caffeinated, we launched our online retail storefront for Fortuna Coffee in 2021, where we began selling our roasted-to-order coffee along with tools and ingredients for customers to build their home coffee set up. Our retail site, FortunaCoffee.com, has remained open as an outlet for our non-wholesale customers to continue enjoying an artisanal coffee experience from home.

The Fortuna Coffee Difference

We make sure to offer several coffees that are organic, fair trade, or even bird friendly. In 2022, Fortuna Coffee became a certified Bird Friendly® Coffee roaster through the Smithsonian Migratory Bird Center. This certification is given to coffee grown on farms with agricultural practices that preserve critical habitats for birds and wildlife. We are proud to offer several Bird Friendly coffees and to be part of a global movement to protect biodiversity and encourage sustainable agricultural practices.



Bird-Friendly Certified Colombian Single Origin

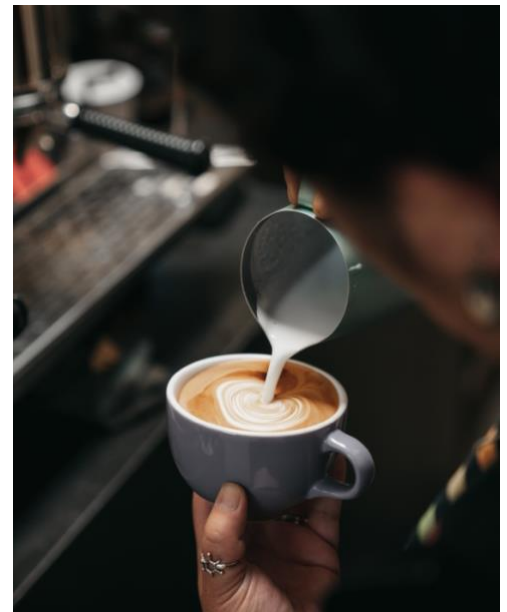
One of our most cherished sourcing relationships is with Bayardo Reyes of Finca San Jose de las Nubes, a family-owned coffee farm located in the Matagalpa region of Nicaragua. Since 2013, we have worked directly with Bayardo to build a partnership based on transparency and a shared passion for top-tier coffee. Not only do we love the exceptional coffees that we source from Finca San Jose, but we are so grateful to be able to support the family's ongoing efforts to bring education and opportunity to their community.

The climate, processing methods, and culture behind different coffee origins all play a huge role in the quality of the final cup, but that origin is only part of the story. With so many different variables to consider — like temperature, type of equipment, bean density and moisture content, and more — roasting is a dynamic process, constantly being adapted for each type of coffee to bring out its unique flavors.

Our coffee production team is made up of experienced roasters who share a passion for bringing out the best in every roast. Just as it is with the needs of our clients when it comes to their products, branding, and equipment, there is no one-size-fits-all answer for roasting coffee. We pride ourselves in our thorough and ever-expanding knowledge of coffee production, continuing the legacy of care from seed to cup.



Reiko, Fortuna's Director of Coffee Programs, Guiding a Barista Training Session



Coffee Education

While roasting is a huge part of what we're known for, we also know that the journey to a phenomenal cup of coffee doesn't end there. Our Coffee Education department exists to allow our customers to continue to build their coffee knowledge, providing tastings, trainings, workshops, and a library of resources to help businesses stay on top of their game.

We love learning and teaching others about coffee nearly as much as we love drinking it, offering barista trainings to teach the foundational cornerstones of brewing to new or existing businesses. This can cover topics like brewing and equipment operation, as well as tools and tricks of the trade. Oftentimes, we hold training courses within the client's space, which allows them to familiarize themselves with equipment and a workflow that is relevant to their business. These trainings are also designed to support leading staff and management to pass on the information to their employees.



We also offer coffee tastings, which give our customers a unique learning experience and the opportunity to handpick the coffees that will be served in their shops. Additionally, we make it our goal to consistently provide free workshops and online resources to support our customers as they build out their unique beverage programs.

The coffee industry is ever-changing as new processing methods, technology, and varietals make their way onto the scene. Our team members keep up to date by staying immersed in the world of coffee, attending events and competitions, building connections, and keeping an ear to the ground for the latest advancements in the industry so that we can pass that information back to our community.

Despite their already extensive knowledge, our team members always take the chance to learn more, monitoring official manufacturing releases, attending trade shows, tracking coffee publications, and researching independently to keep up with the latest technology. Our team is incredibly passionate about what they do, and they're committed to giving customers their absolute best, every time.

Conclusion

After 16 years of producing coffee and establishing ourselves within the industry, we are beyond grateful for the opportunity to grow alongside so many amazing coffee shops and restaurants.

Fortuna is proud to serve shops both locally and nationally with premium coffee and in-depth education services. To us, coffee is far more than just a drink — it's a cornerstone of community and culture, bringing people together over a shared passion for great flavor, transparent and ethical practices, and the warmth of connection.

Whether you're looking to make your way into the coffee space for the first time or ready to grow your business, our coffee department is comprised of dedicated and knowledgeable individuals who are here to help you thrive.

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Want to schedule a tasting, training, or have a coffee/tea inquiry?

Reach out to Reiko, our Director of Coffee Programs, directly at reiko@coffeeshopsolutions.com.

Ready to start ordering our coffee or products?

Get in touch with our orders team at orders@coffeeshopsolutions.com.