



FROM OUR WAREHOUSE TO YOUR SHOP: MEET OUR PRODUCT TEAM

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Of the many industries we're steeped in here at Fortuna — from coffee roasting to equipment repair to graphic and interior design — there's one area of our business that's been with us from the very beginning: our product department.

Fortuna's start in the product world goes back to the company's formation in May of 2000. Driven by the desire to bring nearby restaurant owners the authentic tastes they were seeking, our then-two-person team, consisting of our current CEO and President, began selling and delivering imported products to nearby businesses, primarily Italian restaurants.

We purchased our first warehouse in 2004 to keep up with growing demand and began our transition from imported Italian goods to specialty coffee products. We started roasting our own coffee in 2009, making fresh, roasted-to-order coffee beans a reality for our customers. Once we outgrew that facility, we purchased our current 65,000 square foot building in 2020, which gave us space for an even larger warehouse and offices for our growing number of employees.

After 25 years, our warehouse, product offerings, and team have grown exponentially, cementing our place as one of the East Coast's largest distributors for restaurant and coffee shop supplies and products. But beyond just the outstanding products that we offer, we pride ourselves in the speed, value, and personalized support that we bring to our customers every day.

Ordering with Us

We implemented our online ordering system in early 2023 to make it easier for clients to explore and order their favorite products reliably and efficiently. Our extensive product catalog has an intuitive structure and search function that turns stocking your coffee shop, restaurant, bar, or bakery into a quick and simple process.

From daily essentials to specialty items, our curated catalog of 100+ premium brands features both the staples we know our customers love and the latest products trending in the coffee and food worlds. Our catalog consists of shelf-stable ingredients, grab & go products, packaging and disposables, cleaning supplies, tools, equipment, and more. On top of that, we also offer a large selection of eco-friendly products for businesses looking for more sustainable options.

Customers can sign up for an account using the wholesale [application](#) on our website. After your submission, one of our account managers will reach out to talk about your business' needs and help you start placing orders.

Members of our orders team make it a priority to be well-versed in the products we sell and maintain close relationships with our vendors. Because of that, we are confident in guiding customers with suggestions about which products would best suit their needs.

We pride ourselves on our attentive and tailored customer service that encourages customers to come to us with questions, requests for samples, or product suggestions to make their experience with us even better. If there's something that you're looking for that we don't offer, we encourage you to reach out — we're happy to help offer alternatives or even consider bringing new products to our warehouse.

Inside Our Warehouse

Our current warehouse contains over 4,000 different products and is overseen by our Warehouse Manager. With so many products moving in and out of our warehouse each weekday, a lot of coordination and teamwork from our team goes into ensuring that everything goes smoothly, from fulfillment to delivery.

We think that transparency and communication are absolutely essential, so we're always happy to let customers tour our warehouse to get an idea of what our process looks like on the backend and see the true extent of our catalog in person.

When you order from us, either online or over the phone, you'll receive an invoice for the product. Meanwhile, the requested product is pulled by our Warehouse Associates and verified by members of the Orders Team. Once the order is ready to go, it's either loaded onto our vans to go out for delivery, packaged to be shipped, or put aside to be picked up by local clients.

For customers within two hours of our Greensboro location, we offer delivery Monday through Friday. Our drivers regularly deliver products to businesses across the Triad and beyond, with clients in Fayetteville, Boone, and even Virginia. We take care when packing and transporting goods, ensuring your order is delivered safely and in good time.

Meanwhile, customers who are outside of our delivery radius can count on our 24-hour shipping guarantee. We know how important it is to have your business stocked and ready to serve, which is why we make sure

to ship out orders within 24 business hours, have no shipping order minimums, and can ship to any U.S. state.

Conclusion

Something as dynamic and ever-changing as food and beverage service deserves equally dynamic support — which is why we do our best to customize our product services to your business' individual needs. We make it our mission to bring high-quality goods and exceptional customer service to coffee shops, restaurants, bakeries, bars, and more in our area and beyond.

Our team of dedicated account managers, warehouse managers and associates, and delivery drivers are ready to help your business thrive, one product at a time.

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Ready to start ordering products?

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

Want to view all products?

Visit our website at www.coffeeshopsolutions.com