
Roasted Brown sees online sales surge by 1,400pc following lock-down

The company's new initiative allows Roasted Brown coffee drinkers to nominate their usual coffee shop and buy from them, via Roasted Brown, who process the sale on behalf of the cafés.

Independent Irish coffee roaster, Roasted Brown, has reported a 1,400pc increase in its online coffee sales across the month of March, as cafés and coffee shops are shut, and the nation continues to feel that impact of the Covid-19 pandemic.

Established in 2010 by Fergus Brown, the company has been making sales right across the country, with sales in Dublin and Wicklow among the strongest.

Based in Delgany Co, Wicklow, Roasted Brown supplies coffee to businesses including corporates, restaurants, cafés and independent coffee shops across Ireland, with customers including Cass & Co. in Dungarvan; Happy Out on Bull Island; Thru the Green in Dundrum and Lost & Found in Coleraine.

Supporting businesses that are closed

With orders coming to a standstill following the closure of many of the businesses it supplies, the company has moved to sell its coffee online, offering a delivery service and has made more coffee products available for sale online.

In addition, and to support businesses across the country, Roasted Brown launched the 'Our Shop is Their Shop' initiative which allows customers buying online to nominate their regular coffee shop and buy from them, via Roasted Brown, who process the sale on behalf of the cafés.

When a customer buys a bag of coffee on the online shop, they will be prompted to name the café where they usually drink their Roasted Brown coffee. Roasted Brown will process and ship the coffee to the customer, while the café gets the sale proceeds as if they sold it in their own shop.

Former owner and manager of Roasted Brown Café in Temple Bar and founder of Roasted Brown coffee roasters, Fergus Brown said: "Our sales virtually stopped overnight as many of the businesses we supply closed. Like many small businesses across the country, we had to adapt our business model quickly to survive and to continue to make sales. We also felt strongly that we needed to do something to support our customers which are small businesses around Ireland."

“We introduced the ‘Our Shop is Their Shop’ initiative which has been very successful and means that our customers, coffee shops across Ireland, can continue making sales during this terrible time while consumers can continue to enjoy their coffee of choice,” he concluded.

By Stephen Larkin

Published: 7 April, 2020