



Bean Business Basics

By Bruce Millette, Ed Arvidson, James Cloutier

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Bean Business Basics The definitive how-to manual for starting and operating a retail specialty coffee business

Are you considering opening a specialty coffee business? Do you already own an existing operation? Are you realizing the level of success you had hoped for?

This 670-page start-up/operational manual is unlike any book currently on the market. Bean Business Basics is the definitive guide for those starting a retail coffee business and a great manual for existing coffee businesses. This book contains excellent information that guides the reader to success, written by the professionals who have consulted and trained thousands of gourmet coffee bar employees across the country and around the world. Buying this book is like purchasing tens of thousands of dollars of consulting services.

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Bean Business Basics By Bruce Milletto, Ed Arvidson, James Cloutier Bibliography

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Editorial Review

Review

“Armed with the information in this manual, success in the specialty coffee business will be a breeze...this book makes great sense.” -- *Ward Barbee, Fresh Cup Magazine*

“Finally, the coffee business made clear! This book is clearly the first choice I would recommend to anyone starting in the coffee business.” -- *Kevin Sinnott, The Coffee Companion*

From the Inside Flap

“Bean Business Basics is a comprehensive and detailed study of the business side of the specialty coffee industry. This excellent instructional manual should be purchased and carefully studied by anyone investigating the opportunities of opening a coffee café, coffee kiosk, or espresso cart. A small investment in your education can yield huge dividends in your operating results.”

—Ted R. Lingle, Executive Director, Specialty Coffee Association of America

About the Author

Bruce Milletto

Bruce Milletto is president of Bellissimo Inc. His early involvement and insights into the American gourmet coffee movement have been written about in numerous national and international industry trade publications where Mr. Milletto has been hailed as a pioneer of the American espresso industry. He was also dubbed "Mr. Espresso USA" by an Italian trade journal. Mr. Milletto holds an undergraduate degree from Northern Arizona University and a master's degree from the University of Oregon. He has worked for various corporations and government agencies in marketing and teaching positions, and has also created and owned multiple retail businesses. He has owned three successful retail gourmet coffee operations, and has assisted numerous clients in creating new coffee start-ups worldwide. Mr. Milletto serves on and is the former Vice Chair of the Specialty Coffee Association of America Communication Committee (SCAA). He writes frequently for such trade publications as *Fresh Cup Magazine*, *Fancy Food Magazine*, *Coffee Culture Magazine* (Canada), and *Speciale Caffé* (Italy). He was the recipient of the 1999 Award for Distinguished Author in the Specialty Coffee Industry presented by the SCAA. In 2000, Mr. Milletto was nominated to serve on the prestigious editorial board of the *Specialty Coffee Journal*, covering the marketing segment of the specialty coffee industry, and a coffee-product review panel for NSF International, an independent, not-for-profit, third party standards development and certification organization specializing in public and environmental health.

Ed Arvidson

Ed Arvidson accumulated over 20 years experience in the foodservice industry while working for national and regional restaurant corporations. He has also owned his own successful restaurant. During his career, he has held positions at a variety of operations as: corporate food and beverage director, corporate management trainer, and owner/general manager. He has managed high-volume units with annual sales approaching \$ 3 million and has supervised staffs in excess of 100. He is an expert in all aspects of operations and menu research and development. Arvidson has written for several coffee industry periodicals, and has been a frequent speaker at industry trade shows. He is co-author and co-developer with Bruce Milletto of many Bellissimo products, including the start-up manual *Bean Business Basics* and the award-winning training

video "Espresso 101."

Users Review

From reader reviews:

Eloisa Hurd:

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