



Temecula Coffee Roasters

Drop Shipping Frequently Asked Questions



What are my total start up costs?

We have no direct set up/start up costs but there will be costs associated with starting your coffee business. Creating branding and design, event equipment, website design and set up all have costs associated. Most of our brands report \$1,500-\$25,000 in start up costs.



Do I have to use a Shopify store or can I use a different platform?

Yes, a Shopify store is required. We very intentionally created our fulfillment tool to work inside of a Shopify checkout. Yes, we know there are some limitations to working with Shopify but we carefully reviewed our successful stores and those selling on Shopify overwhelmingly have lower cost per unit sold and higher success rates. We then designed the app as part of our Best Practice Model to help you succeed.



How long does it take to get started?

Once you have submitted the 'Next Steps' documents, you can begin store set up at any time. Some stores do it in as little as 48 hours, some take 45 days+ from app invite to soft launch. Your business, your timeline.



How much will I make?

This is not a get rich quick, instant success venture. A coffee business will be as profitable as you make it. Successful brands treat it like a business, and as such, you have to work it like a new business to be successful. Following our best practice model will help you behave like a successful business and we provide all of the tools possible. In the end, only you can answer this question. Most brands make 15-35% gross margin from online sales and 45-60% from in person sales. Your retail price will directly reflect how strong your brand message is, how well buyers connect with you, how credible you appear and how well you know your product.



Can I sell coffee to coffee shops and retail stores?

Yes, we are an FDA registered and FSMA compliant roaster. This means you can legally sell anywhere you like. This is what sets us apart from most roasting facilities which are unregistered. Use the BULK tab to get exact order costs and have your product delivered directly to the wholesale buyer. The BULK pricing lets you aggressively compete against anyone in your competitive set.



Temecula Coffee Roasters

Drop Shipping Frequently Asked Questions



Do you use my logo to create my label?

No. You need to supply your own unique label for us to print. The more unique the better! Your brand design reminds the buyer why they are purchasing from your company. You can design your own label, hire an experienced designer or hire us to do it. The choice is yours. Label detail can be found on our [info page](#).



Can I supply my own full print bags?

Yes. When you are ready to take this step, let us know as we will help you evaluate the costs and benefits and make this decision. Most brands should wait until 6-12 months after hard launch to take this step. When you are ready, we have a list of approved suppliers as all printed bags must be approved before they are ordered to ensure that they meet the FDA requirements and can legally be used.



Is there a drop ship fee or shipping charge added to each order?

No, we believe in transparent pricing. You always know your total cost before you sell the product. The Drop ship price is an “all in” cost for your U.S. orders.



Are you a big commercial roaster?

We are a family owned and operated business. We do small batch, roast to order coffee for restaurants, cafes, our own retail and for hundreds of drop ship stores. We are one of the largest suppliers of Drop Ship coffee in the U.S. Our WHY is that we love the experience and opportunity that the coffee business has given our family and we want to share that with our employees and as many other business owners as we can. We are passionate about your business and will do everything we can to help you succeed.



How do I get started?

We have laid it out in the ‘Next Step Guide’.

- 1) Attend the Thursday - New Partner ZOOM/Q&A
- 2) Share your business plan - this is not to qualify you, it is to help us understand exactly what you need and to provide feedback based on what is working in the current Specialty Coffee market and in your specific niche/target market. This step as well as taking the time to seriously consider how your business will succeed is the single best indicator of success. If you don't want the help, advice or best practice recommendations, you can simply say “I prefer not to share my plan”.
- 3) Once we have the Next Steps documents, we will forward you an invite to the fulfillment tool - the TCR APP which is hosted as invite only in the Shopify App Store.
- 4) Start creating your content, building out your website and connect your store to the app by using the correct SKUS and upload your label design for each SKU you are selling.