



*White whale.*

COFFEE ROASTERS

## Capability Statement





# The White Whale Story

With over a decade of steadfast commitment to coffee roasting in Cairns, White Whale Coffee Roasters (formerly Industry One Coffee) has cemented itself as a trailblazer and beacon of specialty coffee in the Far North. The White Whale story started in 2010 when husband and wife duo, Ali & Steve, left well-paying jobs and liquidated their only asset – their home. Armed with training from globally renowned roasters such as Peter Wolff, alongside Cairns' first La Marzocco coffee machine and Probat roaster, Ali and Steve set off with lofty ambitions to pioneer Cairns' embryonic coffee scene.



While Industry One soon became 'the place to be' for specialty coffee, Ali, an environmental scientist by trade, sought more than making a comfortable living. The 'bigger picture' moment came in late 2018 when Ali stumbled across a two-page spread on the Reef Restoration Foundation (RRF), a local not-for-profit start-up focused on regenerating damaged sections of coral on the Great Barrier Reef through an innovative coral nursery program. Inspired by RRF's ability to act while others talked, Ali and Steve struck a corporate sponsorship agreement with RRF in 2019, linked directly with coffee sales.

This partnership proved the catalyst for a major rebranding to White Whale – a nod to the infamous albino whale, Migaloo, and a reminder to be conscious of our impact on our oceans and environment. With new beginnings came sweeping changes across all levels of the business to ensure our operations aligned with our reignited vision of sustainability and our goal to make a tangible difference to our environment and our coffee community – both locally and abroad. With it came White Whale's tagline and enduring mission – *Coffee That Does Good*.



Today, White Whale operates from a 200m<sup>2</sup> warehouse in the industrial centre of Portsmith. Our multi-purpose HQ is a hubbub of specialty coffee action and activity, housing a roastery where we store, roast and dispatch over 40 tonnes of green coffee annually and an espresso bar where our fiercely loyal customer base gathers to consume over 100,000 cups of joe each year, or select from our extensive retail coffee range. Within earshot, our back-of-house team of experienced coffee professionals congregate in our office space to source coffee from all corners of the globe or collaborate on an endless list of exciting projects, while our dedicated trainers split their time between providing on-site training and support for our growing catalogue of café supply partners, and hosting barista classes for members of the public at our espresso bar-cum training hub.

There are no big egos, just a group of people who love great coffee.





## What We Do

With over 13 years of experience sourcing, roasting and supplying specialty coffee, White Whale Coffee Roasters is equipped with the skill and expertise to make a coffee supply partnership with us a breeze.



**Coffee Roasting & Wholesale Supply**



**Specialty Coffee Training & Wraparound Support**



**Coffee Equipment Sourcing, Supply & Installation**



**Cafe Consultancy & Expertise**



*"Partnering with White Whale as my coffee supplier was one of the most stress free decisions I made when launching my cafe. Their commitment to delivering high quality coffee is demonstrated by their willingness to offer training and equipment. I feel very grateful to have such quality support."*

**Bek Stewart - Bektopia, Cooktown**



Our team boasts decades of accumulated time spent working in the specialty coffee scenes within Australia and abroad and understands the intricacies and challenges of navigating the hurdle-ridden world of hospitality. In line with our mission – *Coffee That Does Good*, a partnership with White Whale is not just a line of coffee supply, but rather a collaborative system of specialty coffee support, training, and expertise. What's more, you can feel good knowing that your partnership with White Whale directly supports the restoration of the Great Barrier Reef.

Whether you are green in the hospitality scene or an experienced coffee campaigner, White Whale can tailor a partnership that elevates your business to the next level and helps you kick all your coffee-related goals.



# The White Whale Partnership



## Coffee Roasting & Wholesale Supply

- With three house blends and a rotating selection of premium blends and single-origins sourced from top specialty coffee-producing regions around the globe, White Whale can supply coffee that best fits your clientele, coffee experience, and business needs.
- Choose between 1kg and 2.5kg wholesale bags available for Australia-wide delivery.
- 5kg and 9kg resealable food-safe drum options for local café partners within our delivery radius – cut down on cost and reduce excess packaging.
- Select from an extensive range of coffee-related products including branded and non-branded packaging, alternative milks, syrups, teas, drinking chocolate and coffee accessories.
- Access same week dispatch via our easy online wholesale ordering platform.



*"White Whale have helped us to streamline our business and adopt better coffee practices. The team have diverse expertise and are extremely professional. Most importantly their coffee is consistently superb and our customers love that."*

**Kylie Farinelli, Rebel Coffee – Innisfail**



## Specialty Coffee Training & Wraparound Support

- Our dedicated trainer provides extensive and ongoing specialty coffee training and wraparound support to our café supply partners.
  - Onboarding/initial training at the White Whale Espresso Bar.
  - Regular support visits and on-site refresher training
- Barista training is available to new members of staff as your business grows and develops over the course of the partnership.
- Over-the-phone troubleshooting, assistance and advice, and emergency callouts are accessible to our café supply partners







## Coffee Equipment Sourcing, Supply & Installation

- White Whale sources and supplies coffee machines, grinders, and other bench-top equipment directly from factory – we boast ongoing relationships with leading specialty coffee brands, including La Marzocco, San Remo and Mazzer.
- Flexible purchase, repayment, and lease options on equipment available directly through White Whale
- Access our roastery discounts for machines purchased new from factory.
- Grinder loans, inclusive of in-house servicing and maintenance, available for café partners.
- Installation options available for coffee machines sourced through White Whale.



*"We've had nothing but positive experiences from day one with the White Whale team. The extra training that they provide their wholesale partners was a great addition to help us keep producing consistent coffee. You can tell they are passionate about what they do."*

**Roxann, The Quack - Cairns**



## Cafe Consultancy & Expertise

- Our back-of-house team of specialty coffee professionals provide complimentary consultancy and expertise for café supply partners, ensuring your new or existing business is well-equipped to thrive. Speak to us about:
  - What machine and other coffee equipment is best suited to your business.
  - Bench plan, power, plumbing, and water requirements – (Steve our co-owner and resident carpenter is great for this!).
  - Workflow and efficiency.
  - Product pricing and coffee menu development.





## Meet The Management Team

### Ali, Steve (& Lewis)– Co-Owners

Ali and Steve tossed secure careers to the side to co-found a coffee roasting business in a Cairns inner-industrial suburb in 2010. White Whale has allowed Ali to practice her philanthropic ideals and design a business geared towards making a positive difference to people, communities and the environment through coffee. However, this was only possible with husband Steve. A craftsman at heart, Steve carved out a career as a carpenter in his 20s before discovering the art of coffee roasting in his 30s. Steve pioneered specialty roasting in Cairns and has nurtured the industry in North QLD ever since. Steve now enjoys mentoring up-and-coming roasters, assisting café owners to perfect their fit-outs, and dedicating time to personal building projects. A former Q-grader and a NZ and QLD barista championship competitor, Ali certainly knows coffee. These days, Ali draws upon her Bachelor of Science training and business aptitude to drive White Whale to become the best in its class, and deliver on its core value, *Coffee That Does Good*. Lewis joined the family (and business) in 2013 and is eager to contribute. You may see him taking orders and sharpening his customer service skills during the school holidays.



### Romano – Operations Manager



Romano boasts 15 years of experience working in specialty coffee, including over a decade spent at leading coffee establishments in Sydney. A jack of all trades, Romano's roles have ranged from recruitment, training, green bean buying, product development and human resources. As a café owner himself, Romano truly understands the ins and outs of running a small business. With a sophisticated palette and a nurturing approach to people management, Romano oversees the everyday operations of our roastery and team.



## James – Business Development

James knows White Whale like the back of his hand, having worked across almost every area of the business. Armed with a Masters in International Development and over 5 years in specialty coffee in New Zealand and Australia, James synergises his experiences in coffee with his love of relationship building, research and writing to strategically steer the White Whale brand. James is responsible for tackling the list of behind-the-scenes projects, seeking out and managing new business enquiries, and helping to ensure our new café supply partners feel supported throughout the onboarding process.



## Donna – Training & Support

Donna has amassed over 18 years in specialty coffee, with time spent in the thick of Melbourne, Brisbane, and London's coffee scenes. Over the last decade, Donna has held training and account management roles at some of Australia's coffee 'big boys' and possesses a wealth of worldly coffee knowledge gathered from origin trips and cupping courses abroad. Donna's genuine and caring approach to specialty coffee training and support makes her the perfect candidate to guide our café supply partners through each step of their coffee journey.





## Sustainability

At White Whale, sustainability is not confined to one initiative. Sustainability has become synonymous with the White Whale name and brand, as we seek to live our simple mission – *Coffee That Does Good*.



After achieving major deductions in energy and waste intensity, White Whale now proudly maintains a 2-star EcoBiz Partnership status.

*"White Whale Coffee Roasters are a leader in Business Sustainability with demonstrable reductions in energy use and best practice waste minimisation and recycling measures in place. They have been successful in engaging their customer base in sustainability measures and exemplify sustainable business values through their ongoing corporate sponsorship partnership with the Reef Restoration Foundation."*

Fiona Sleight – Sustainability Coach, CCIQecoBiz

We boast 100% GreenPower – meaning 100% of our energy is purchased from renewable sources.



We are a Boomerang Alliance Cairns Plastic Free Champion.





## Community Support

White Whale are proud proponents of our Cairns and Far North Queensland community. Through coffee, White Whale strives to give back to the community that continues to give so much to us.



Our ongoing efforts saw White Whale receive the 2022 Cairns Chamber of Commerce Community Contribution Award 2022.

*"White Whale Coffee Roasters take a genuine and professional approach to corporate social responsibility. Reef Restoration Foundation's partnership with White Whale Coffee Roasters is the model we seek to replicate when entering arrangements with other businesses. Their sales-based financial contribution is critical to helping us to achieve our mission; their commitment and contribution to our community is outstanding."*

**Ryan Donnelly - CEO, Reef Restoration Foundation**



**REEF** RESTORATION  
FOUNDATION



**Cairns**  
SURF LIFE SAVING CLUB

**THE GROUNDS**  
CAIRNS

**CAIRNS 2 KARUMBA**  
**BIKE RIDE**  
Bucket list ride Every Child. Every Chance. Every Rider.



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