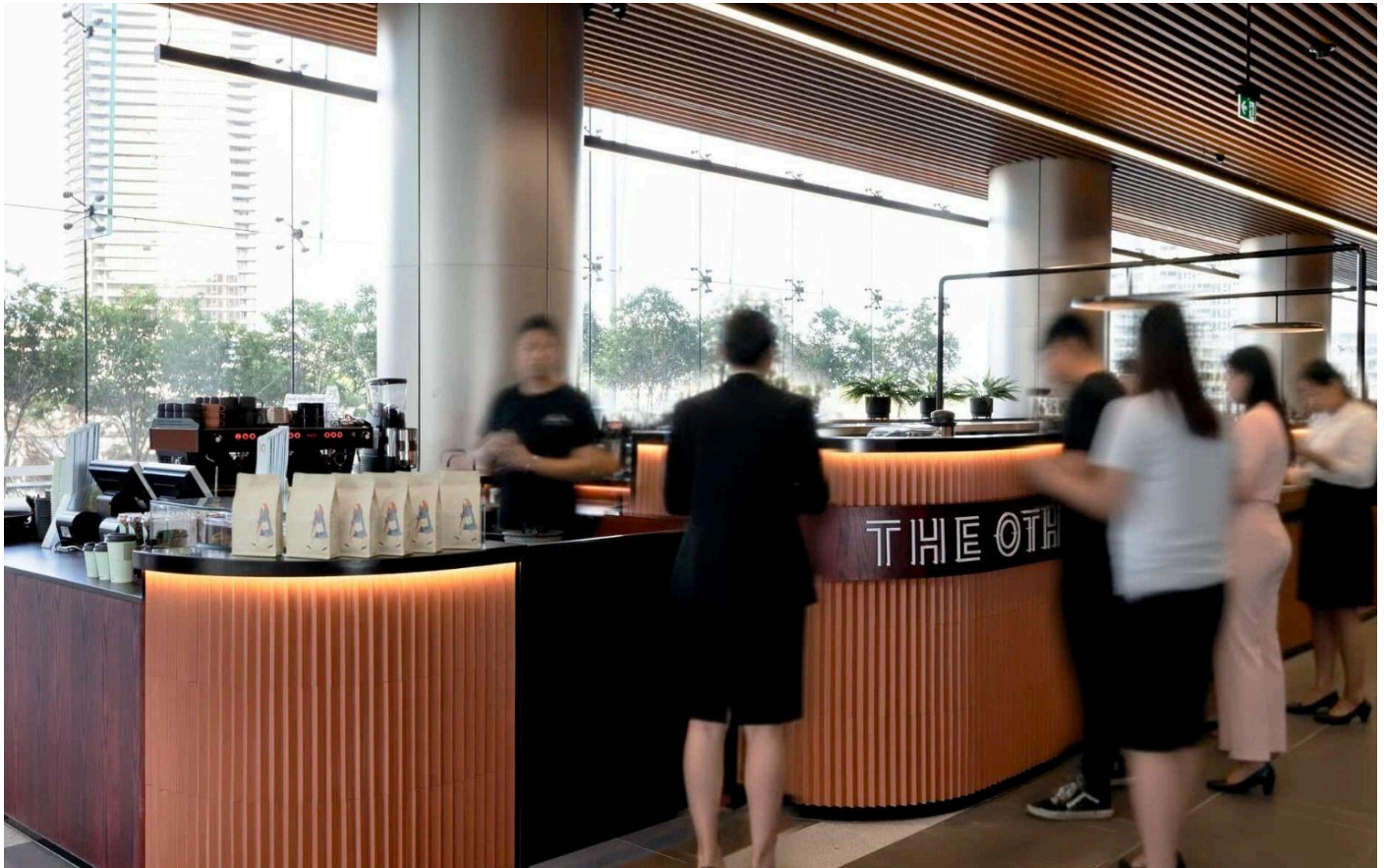


## The Other Brother & Rosso: How Carlos Matte scaled his Cafe business from 15 to 55kg a Week



Carlos Matte, owner-operator of two thriving Melbourne cafes, including The Other Brother in the ANZ building in Docklands, knows just how competitive the cafe landscape can be. With over a decade of coffee industry experience in venues spanning the inner-city professional market through to regional stops with a regular tradie crowd, Carlos knows better than most that exceptional coffee quality is the foundation of any cafe business.

### The Challenge: Delivering A “Lunch-worthy” Coffee

Carlos recognized that coffee quality would be the key differentiator for his cafes' success. His existing supplier delivered decent coffee, but Carlos knew that exceptional flavor and consistency were essential to transform casual morning coffee drop ins into loyal, higher margin lunchtime visit patrons. With plans to expand and distinct customer tastes at each cafe location, he needed a coffee partner capable of delivering both superior taste and the flexibility to create bespoke blends for different market segments.

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*"In a cafe, coffee is the number one thing. The product I had when I bought the cafe was very bitter, so I made the change. Immediately, customers started noticing the difference. It's smoother, the milk is better... it's an overall package."*

**Carlos Matte, Owner**

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## The Solution: A Personal Meeting That Changed Everything

The decision came down to a direct meeting with Rosso's founder, Ramez. After being "blown away by the flavour, smoothness, and batch brew" at a tasting, Carlos knew he had found his new partner.

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*"When we went to North Melbourne, we just noticed that obviously it's not a casual cafe... But the staff and everybody, it's a very relaxed environment. But **there's a level of pride in the way they talk about the product**, they don't just talk it, they walk it."*

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He chose Rosso for its superior product, deep knowledge, and the flexibility to create two distinct coffee programs for his different locations - one darker, stronger roast for his original, tradie-oriented cafe and a lighter touch for the inner city location..

## The Results: Growth Built on Great Coffee

The results are clear: the partnership has powered The Other Brother's daily operations and supported its successful expansion. The switch to Rosso provided the confidence Carlos needed to grow, knowing his most important product was in expert hands.

**55kg+**

**in Weekly Coffee Volume**

Across his two sites, Carlos serves over 55kg of Rosso coffee every week - clear proof that customers love what they're tasting.

**+1 New Location**

**...with yet another on the way**

Since partnering with Rosso, Carlos has successfully launched his second cafe and is planning the third.

Carlos has achieved this growth **while planning his third location for next year**, maintaining the flexibility to run each cafe with different blends tailored to distinct customer bases.

With technical support from Joel and the Rosso team that goes "above and beyond," Carlos can focus on expansion **knowing** his coffee program delivers consistent results across multiple sites.

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*"I can see it in the sales. People are coming back. **I see the numbers and I know it's working**. It is working."*

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