



Espresso! Starting and Running Your Own Coffee Business

Julie S Huffaker, Joe Monaghan

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An A-to-Z guide to making it in your own specialty coffee business!

Expert tips, tricks, and a gold mine of crucial how-to information you just can't find anywhere else--learn how to:

- * Get started in business for as little as \$15,000
- * Secure the optimum location
- * Get the financing that best suits your goals
- * Buy, use, and maintain equipment
- * Find and deal with suppliers
- * Market your espresso business with little or no capital
- * Brew delicious, high-quality coffee drinks that keep customers coming back for more
- * Hire and manage personnel
- * And much more

Espresso! also arms you with sample business forms, leases, and contracts; worksheets and checklists for planning, opening, and running day-to-day operations; sample menus; coffee drink recipes; inventory lists; plans and layouts; and dozens of other valuable, time-saving tools of the trade that no espresso entrepreneur should be without.

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