



# Crema.co

## Top coffees from craft roasters.



**TechCrunch** **EATER** **FOOD & WINE** **Parade** **EatingWell**



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# Coffee is moving upmarket. Artisanal roasters are leading the revolution.



Specialty coffee now accounts for the majority of cups.



**But supermarket shelves are still stocked with commodity coffee.**



**5 conglomerates control 80% of the \$15.6bn US CPG coffee market.**

Crema.co makes it easy to subscribe to top coffees from craft roasters.

ONE  
Village  
COFFEE



Onyx  
COFFEE LAB  
EST. 2015  
HAND CRAFTED SMALL BATCH

RITUAL

Mast

TOBY'S ESTATE  
COFFEE ROASTERS · BROOKLYN, NY

BOLD!Bean  
COFFEE ROASTERS



PT'S COFFEE  
ROASTING CO.

UPPER  
LEFT  
ROAST  
ERS

NOSSA  
FAMILIA™  
COFFEE

case  
COFFEE ROASTERS

voyage

TINKER  
COFFEE CO.



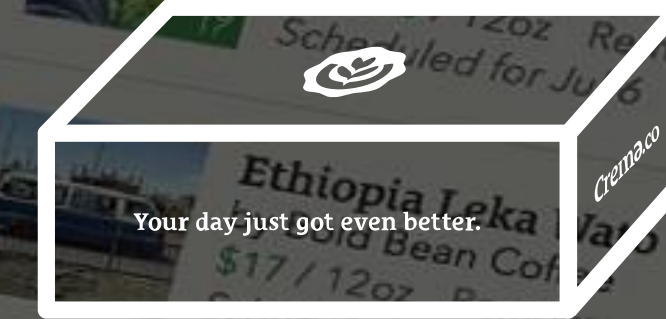
It works like a playlist for coffee.



Add coffees to  
your Brew List



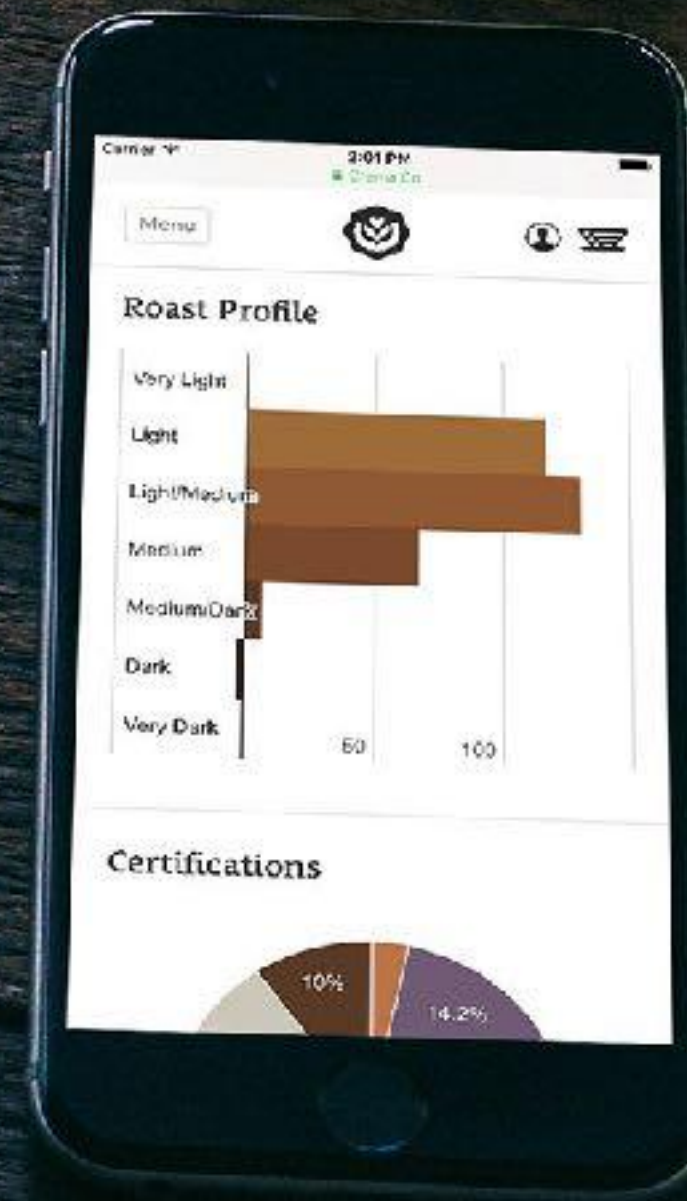
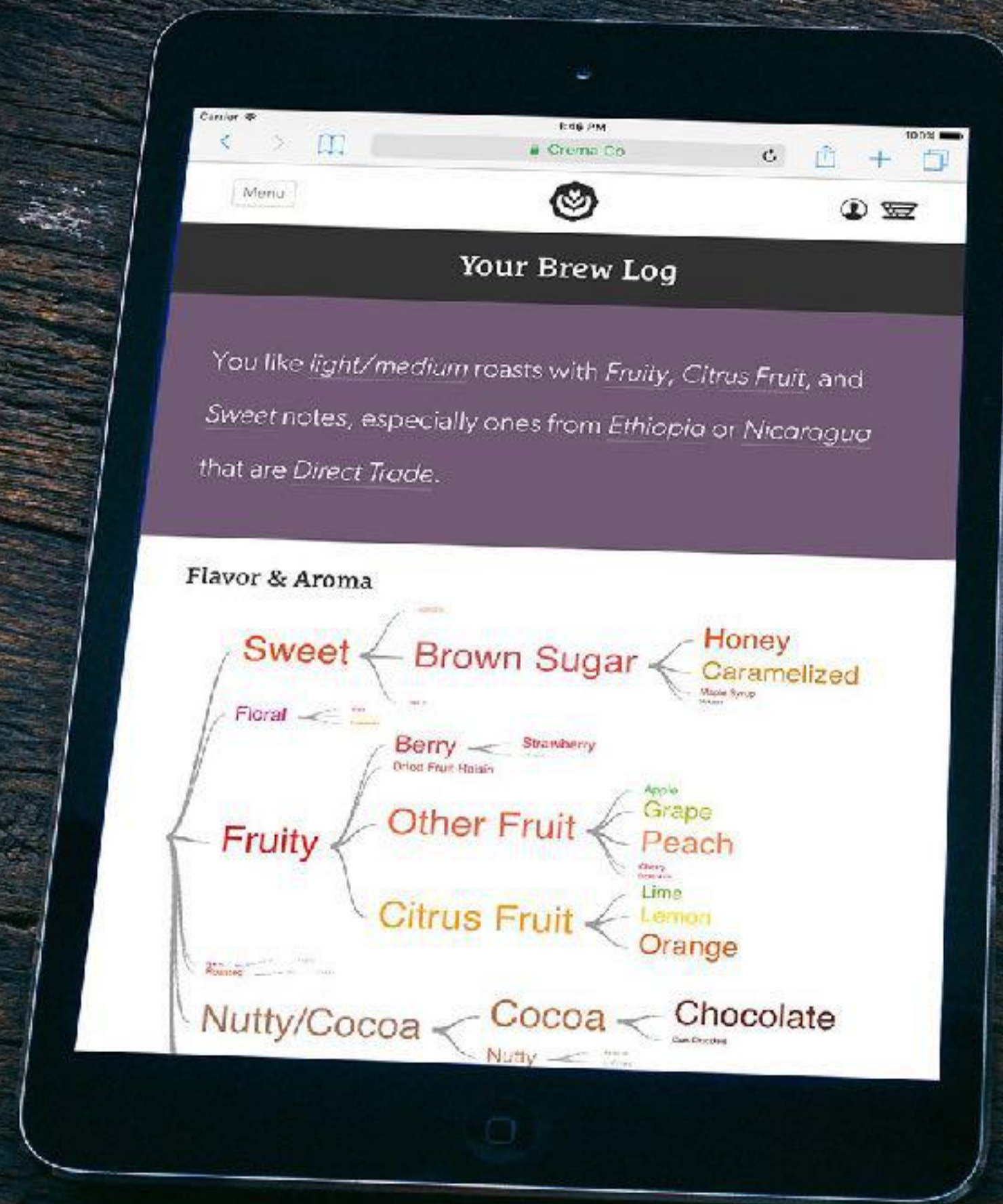
Set a delivery  
schedule



Get the next  
coffee on your  
list each time

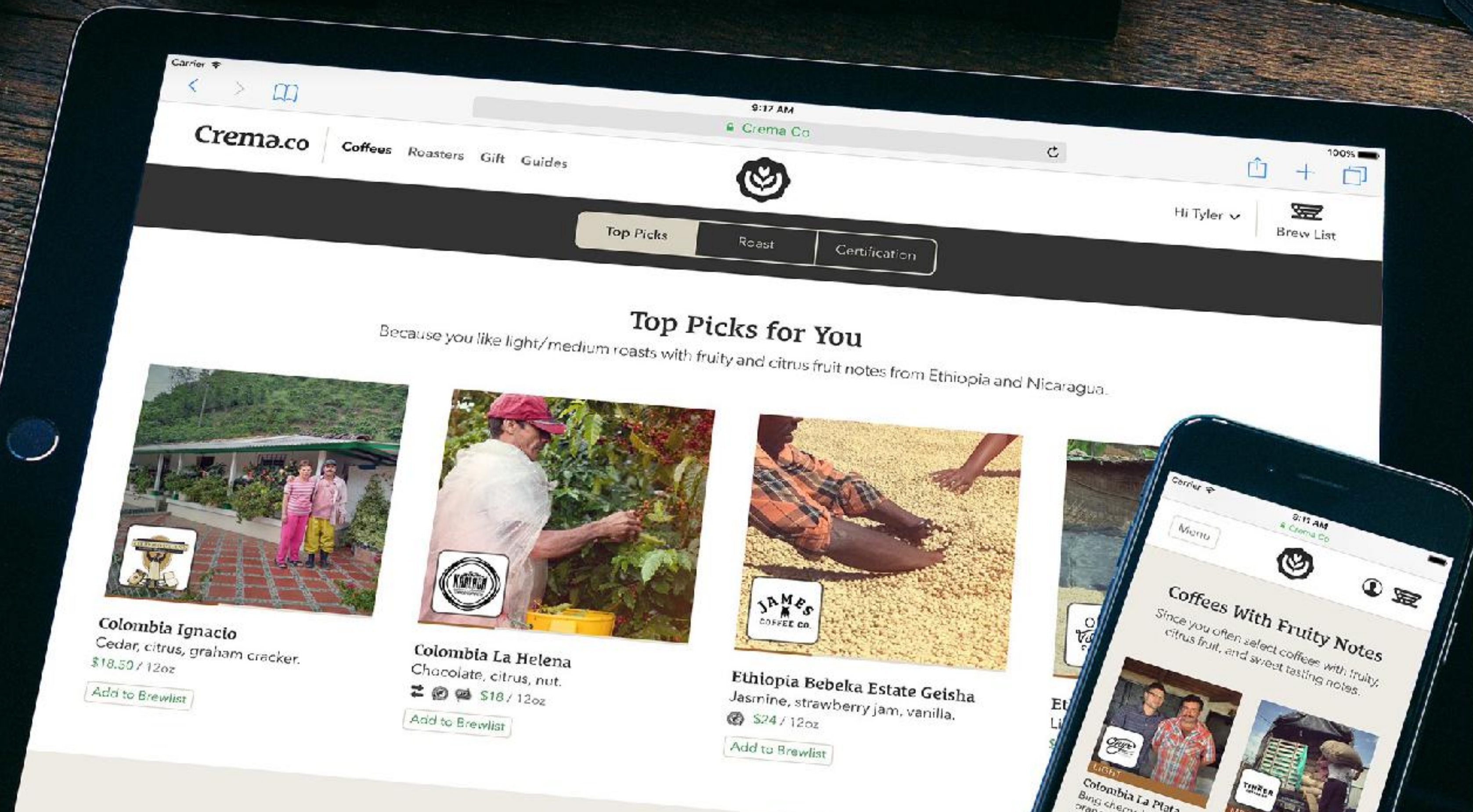


As you order and rate coffees, we learn the characteristics present in the coffees you like...





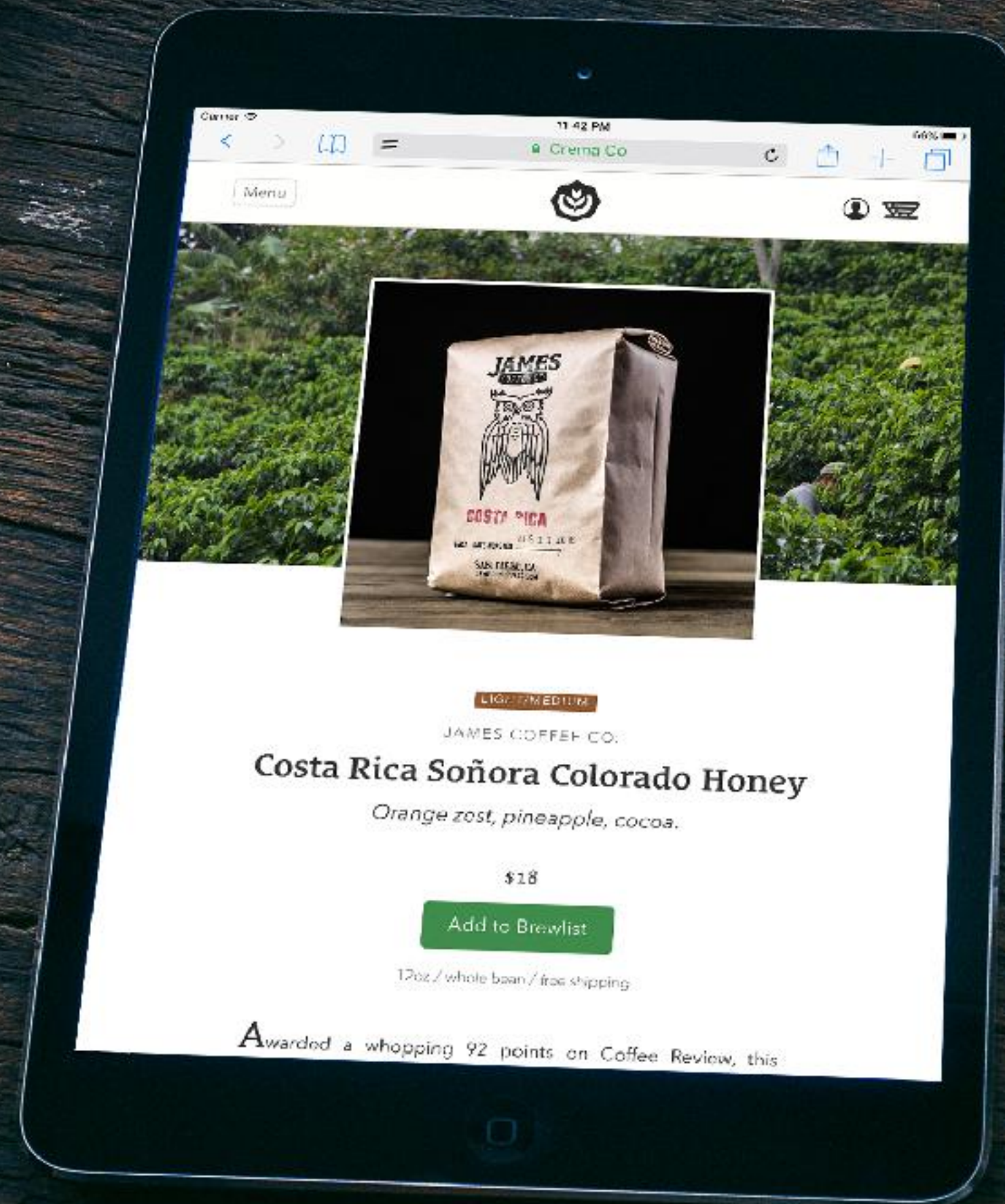
Help you discover coffees that match your unique taste preferences...





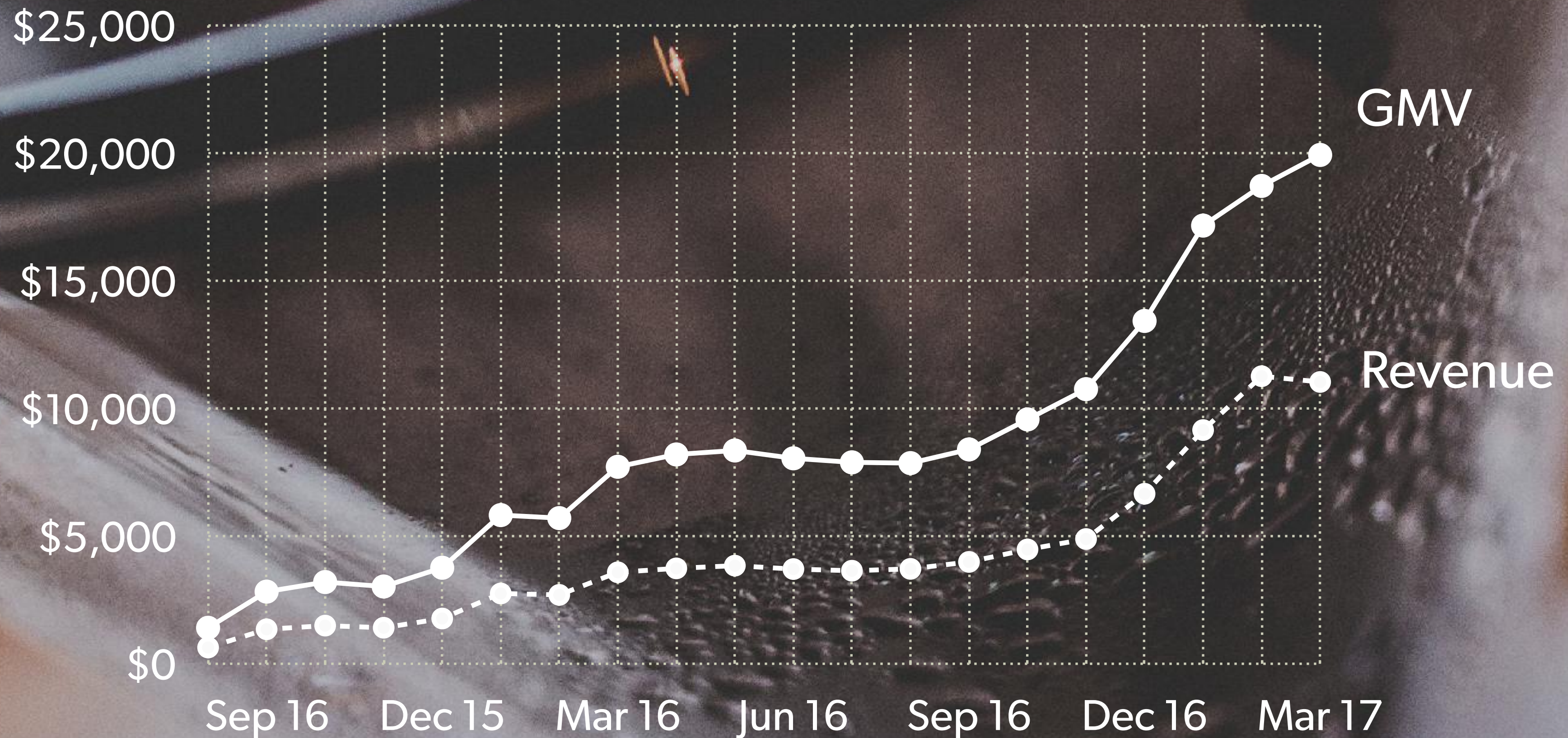


And learn the story of the people  
behind the beans.



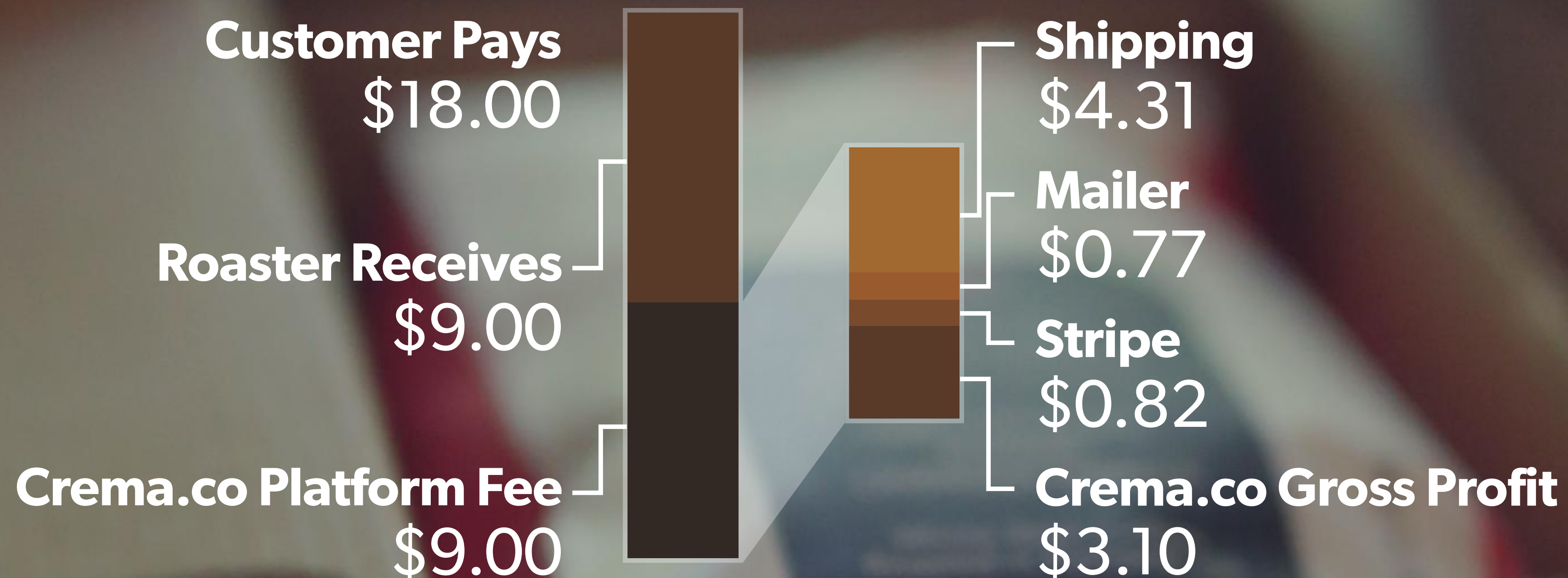


**772 subscribers spent \$20k in March.**





**We take a \$9 platform fee per order.  
Gross profit of \$3.10 will increase with scale.**





Retention & LTV are both trending up.

96%

RETENTION

\$115

LTV

Based on monthly data from the past two quarters.



**76 million Americans drink specialty coffee every day.**

**\$15.6bn**

Coffee At Home, US

**\$4.4bn**

Specialty Coffee  
At Home, US

**\$3.1bn**

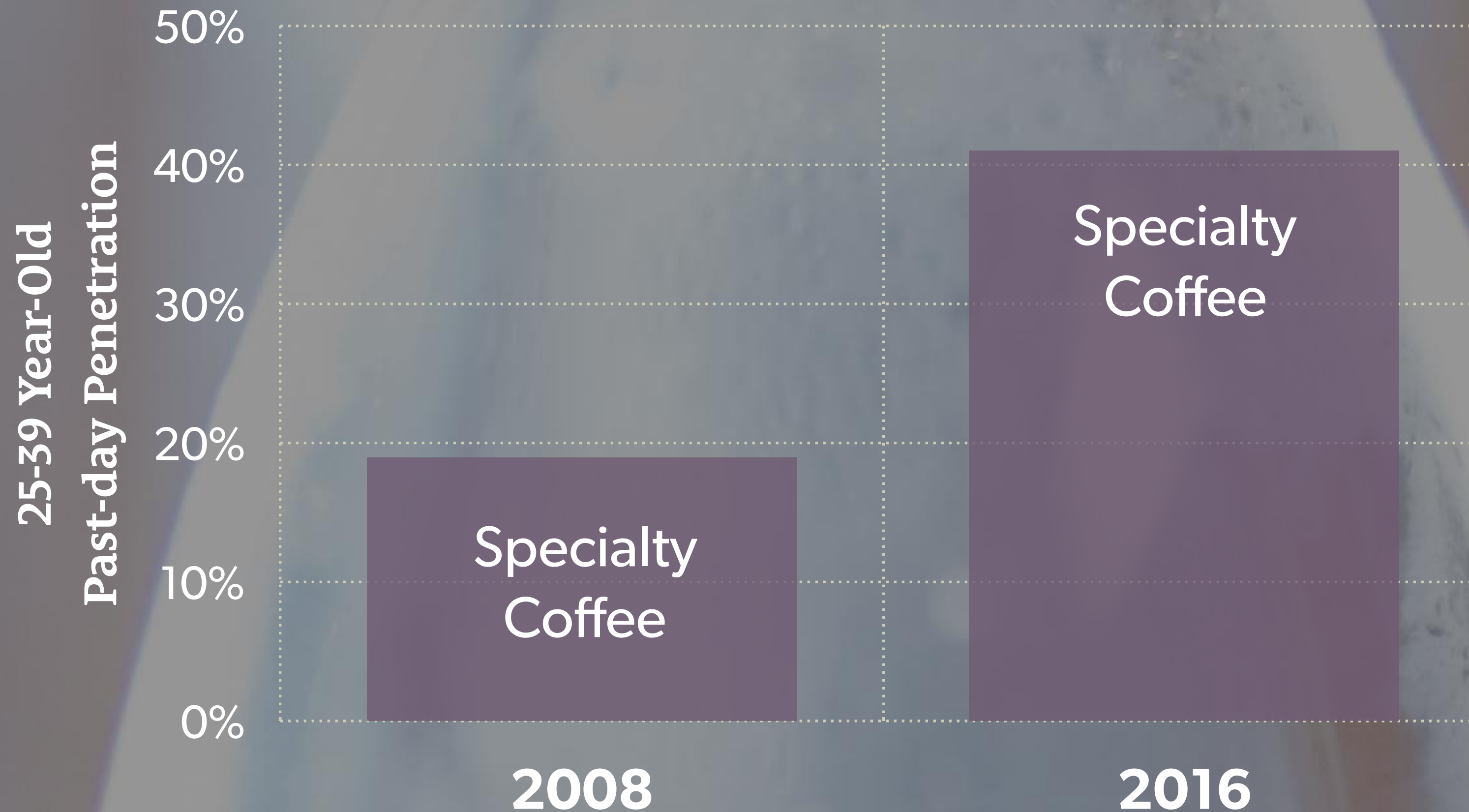
Office Coffee,  
US

**\$75bn**

Coffee, US



**This is a big opportunity:  
200% growth among target 25-39 demographic.**





**The only multi-roaster subscription with a queue system and personalized recommendations.**

		MISTO BOX		CRAFT COFFEE	
<b>Roasted to order</b>	✓	✓	✓	✓	
<b>Marketplace</b>	✓	✓			—
<b>Coffee Queue</b>	✓				
<b>Recommendation Eng.</b>	✓				
<b>Grower Stories</b>	✓		✓		



**We're combining our coffee & tech experience  
to create the next *iconic* coffee brand.**

**Emily McIntyre**

*Coffee Director / Cofounder*

Cofounded Catalyst Coffee Consulting,  
coffee journalist & speaker. Written for  
Eater, Paste, Serious Eats, Sprudge.

**Tyler Tate**

*CEO / Cofounder*

Cofounded Twigkit (enterprise software), led  
design at Nutshell (SaaS CRM). Consulted for  
Thomson-Reuters, Qualcomm, Vodafone.





What's next? Coffee, for teams.  
Coming soon to an office near you.





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