During my visit to the Brooklyn Roasting Company I met Mr. Kurt Balogh, who is one of the roasters for this location. Mr. Kurt has been a roaster for the past ten years. The Brooklyn Roasting company is a very unique store. It has a beautiful décor it is set up like a lounge /bar. You will see customers sitting at tables surfing the internet on their tablets, standing at the bar having conversations. It’s a nice place to visit. Brooklyn roasting company have a variety of coffee beans in stock. You cannot just only purchase coffee, you can buy pastries and food. He informed me that some of the source of the coffee beans grown comes from dealing with the farmers and beans being purchase in the grown regions.

Some of the places where the coffee beans are grown exists in Colombia and Peru this is just to name a few. Majority of the coffee beans comes from an 80% Fairtrade, certified company’s and various farms. To sample the beans, they are roasted in small batches by the roasters and shared amongst the staff to sample and to provide feedback. Some of the decision making are based on the following coffee beans that sold the most and the least, customer preference and previous sales from last year.