

Thinking About Selling Your Coffee Online?

Whether you're a café owner moving into e-commerce or launching a new online coffee venture, it's a smart move — building your brand, reaching new customers, and adding a solid revenue stream.

At Ublend®, we make it simple to start: custom-branded coffee, flexible pack sizes, and real support from setup through to sales. This guide outlines what you'll need, common hurdles, and how we help you every step of the way.

A) What You Need to Start an Online Coffee Brand:

- A brand name and logo.
- A website or e-commerce platform.
- Coffee supply (blend, decaf, or single origin).
- Branded packaging (bags or capsules).
- Grinder (if selling ground coffee).
- Shipping setup and logistics plan.
- Basic marketing (socials, SEO, paid ads).



B) Here's what we bring to the table:

At Ublend®, we take care of one of the hardest parts — sourcing, roasting, quality control, and packaging — all done in our Melbourne roastery to the highest standard. That means you can spend your time where it counts: growing your customer base, building your story, and strengthening your brand.

(I) Low MoQ's and variety of consistent Blends:

- **MOQ:** Start small — our minimum order is just 50 kg, ideal for testing your brand without over-committing. To stay competitive in today's market, you'll likely need at least two blends, a DECAF, and a small range of single origins to round out your offer.
- **Blend Range:** Choose from 15+ consistent, proven blends, each carefully profiled for espresso, milk-based drinks, or filter brewing.
- **Singles & DECAF:** Available in 1 kg lots when ordered alongside your main blend batch — perfect for variety without heavy stock.
- **Custom Blends:** After something truly your own? We can develop a signature blend with you — minimum 100 kg per batch.
- **Roasted to Order:** Every batch we produce is freshly roasted to order — never pulled from warehouse stock. Your coffee is roasted in small, carefully profiled batches at our Melbourne roastery, using precision-controlled Brambati roasting systems that ensure consistency and character in every bean.

(ii) Branding & Packaging:

This part takes real thought and planning. Ideally, you'd have a full range of your own custom packaging and bags — something that truly reflects your brand. But for most startups, that's not practical or affordable right away. That's why we offer lower-cost entry options, helping you launch with a professional look while keeping setup costs manageable.

- We print your logo directly on the bag — professional and affordable. We offer two options: black on white bags OR Silver on black bags.
- Alternatively, choose plain bags and use your own stickers or labels.
- When your business grows, we can help you design and source pre-printed custom bags that elevate your brand presentation. Expect an investment of around \$5,000–\$10,000, including design, setup, and print production — a professional step up once your volumes and brand visibility increase.

(iii) Branded capsules:

Compatible with Nespresso® machines, available in compostable format.

Compostable coffee capsules with a low minimum order of just 5 kg (taken from your 50 kg batch) , yielding around 25 retail boxes of 25 capsules each — a simple, low-risk way to grow your brand into the capsule market. Each batch is freshly roasted, ground, and packed to order with your own label. Want a fully branded carton?

We can help design and pack directly into your custom boxes, ready for retail or online sales.

(iv) Different formats - Grinding: Fresh or Pre-Ground:

From our experience, about 80% of specialty coffee customers buy whole beans in 1 kg bags — they enjoy grinding fresh and adjusting their dose and grind themselves. Still, it's worth offering 250 g packs or pre-ground options for convenience, keeping your brand open to a wider audience while staying true to specialty coffee culture.

For the first couple of years, forecasting demand across these formats can be tricky. That's why most startups choose to grind on demand and repackage from 1 kg stock into 250 g or 500 g formats as orders come in — keeping things flexible, fresh, and efficient while you learn your market.

- Whole Bean – Preferred by most specialty drinkers; reinforces quality and freshness.
- Ground Coffee – We can grind for espresso, filter, plunger, or stovetop.

*For premium coffee brands, **grinding on demand has become the benchmark** — it keeps your stock streamlined, your coffee fresh, and your flavour true. A solid commercial grinder, typically in the \$4k–\$6k range, gives you complete command over grind size and consistency — whether it's espresso, filter, or plunger — so every cup delivers your coffee's full character, exactly as intended.*

v) Confidentiality:

All roasting, blend, and brand details remain strictly confidential under Ublend®'s private-label policy. Your coffee is roasted, packed, and presented exclusively for your brand — never shared, disclosed, or reproduced for any other party.

(vi) Pricing:

Specialty and high-grade coffee typically retails for around \$50 to \$70 per kilogram, depending on quality, origin, and branding. Most 250 g retail bags sell between \$19 and \$27, with singles and decaf usually priced higher due to smaller batch sizes, higher green-bean costs, and more precise roasting requirements. There are many variables — bean grade, roast profile, packaging, and brand positioning all influence the final price.

We'll work with you to align your goals and budget — finding that sweet spot where quality, presentation, and profitability come together. When it comes to wholesale pricing, we'll do our best to get you as close as possible to where you need to be for your business to thrive.

C) Common Challenges:

Although managing your online store will ultimately be your responsibility as the retailer, Ublend® can help by sharing our experience from running our own online platforms, as well as insights into what generally works in the market. Drawing on our broad customer base, we can guide you through common pitfalls, trends, and strategies that drive results.

- Managing multiple blends or pack sizes.
- Predicting demand and grind types.
- Labelling and stock control.
- Maintaining freshness across SKUs.
- Freight, fulfilment, and delivery costs.
- Standing out in a crowded, highly visual market.

We've seen what works — and what doesn't — so you don't have to learn every lesson the hard way.

D) Business Planning & Margin Management:

Starting an online coffee brand takes more than passion — it takes capital, structure, and patience. In the early stages, you'll invest in packaging, marketing, freight, and fulfilment long before sales volume catches up.

The average order value in the specialty coffee market sits around \$100, and at that level, most roasters and online retailers offer free freight to remain competitive.

Between ad spend, platform fees, and transaction costs, it's common for new brands to take 12–24 months to build consistent traction. Typically, reaching 150–300 orders per month is the break-even point — once you're there, steady volume begins to absorb fixed costs and pave the way for real profit.

Planning your margins is essential. Coffee wholesale costs generally sit 30–40% below retail (around \$30–\$45/kg if selling at \$50–\$70/kg), but you'll also need to budget for website hosting, SEO, and digital marketing, which can absorb 10–20% of early revenue. Add freight, packaging, storage, and fulfilment, and your real cost base starts to form. Profitability rarely comes from the first order — it grows through repeat customers and efficient systems that keep your operations lean.

We simplify that journey. By roasting to order, managing all manufacturing and packing, and keeping minimums low, we help you control costs and reduce risk — so you can focus on growing your brand, nurturing loyalty, and building a business that scales sustainably.

You can also use us as a sounding board for your ideas — drawing on our experience in online retail, packaging, and branding — while having complete confidence that your supply, quality, and consistency are taken care of behind the scenes.

Some other tips:

- Look for regular corporate or office customers who order weekly and in reasonable volume — those steady accounts help build your base without heavy recurring marketing costs.
- Offer subscription options so customers can set and forget, and add a loyalty program to encourage repeat orders.
- Maintain a strong turnover strategy — coffee sells best when it's fresh. Keep stock moving, and don't be afraid to discount older batches slightly to ensure your coffee moves off the shelf quickly and maintains its reputation for freshness.

In Summary

Running an online coffee business is full of opportunity — to build your brand, reach new customers, and grow a loyal following. It's complex, but with the right partner, it's absolutely achievable.

At Ublend®, we make it simple. We handle the roasting, packing, and production, while helping you shape your range, packaging, and logistics for consistency and impact. You can lean on us for ideas, insights, and strategy, knowing your coffee and quality are always in expert hands.

You focus on your customers — we'll make sure your coffee and brand shine.