



**Committee on Small Business
Testimony at Remote Hearing -
National Small Business Week: Celebrating our Main Street Champions
September 13, 2021**

**Maurice Contreras
CEO & Founder
Volcanica Coffee Company**

Good afternoon, my name is Maurice Contreras the CEO and Founder of Volcanica Coffee. We are a specialty coffee roaster of exotic coffee imported from volcanic regions from around the world. I am honored to come before this committee to tell you about our company.

We are a family-owned business that I started in the garage of our home 17 years ago. It all began after frequent family vacations to my in homeland in Costa Rica. During one of those vacations, I realized there was an opportunity to import, teach and introduce great tasting coffee to the U.S.

Coffee has always been in my blood and has been in our family for at least two generations, starting when my mother and grandfather would assist in harvesting the coffee beans high in the mountains of Costa Rica.

Volcanica Coffee started out as a part-time side business, but we now operate a large coffee roasting plant near Atlanta, Georgia with 20 employees that includes my wife, Diane, and our son and daughter.

When I started the business in 2004, it required a lot of work and research. I had to learn how to build a website and how to drive traffic through borrowing books from the library. I spent many early mornings and evening hours building the business. I will tell you it was not an overnight success, but even with limited time to work on it, it grew every year to the point that I could leave my corporate job in the wireless telecommunications industry and focus on growing the business full-time.

Today, we carry over 150 different coffees imported from volcanic regions from around the world. Our focus is on high quality using the latest coffee roasting machines manufactured in the USA that have low emissions. We have various quality control measurements in place to

ensure we only ship great tasting coffee, and we offer 100% customer satisfaction. [Volcanica Coffee](#) carries a broad line of estate, peaberry, decaf, and flavored coffees. We fresh roast and quickly ship direct to customers around the world. Our website offers subscription programs and individual purchases.

Specialty coffee has been a growing trend and many consumers have been discovering that coffee can be enjoyed much like a fine wine with various flavor notes, depending on the region and roasting techniques. Coffee is much more than just a drink to make you more alert. The coffees we import are from mineral-rich soil that are very aromatic with a remarkable taste and are also Kosher Certified.

We have been growing very rapidly as consumer preferences have shifted to brewing high-quality coffee at home. We are honored that last month we were ranked number 514 on the Inc. 5000 list of the fastest growing private companies in the U.S. by Inc. Magazine. This month we moved into a larger coffee plant nearly doubling our capacity to accommodate our growth.

Giving back is very important to us and we donate 1% of our website retail sales to the organization called charity: water, which brings clean and safe water to communities around the world. Over seven million people now have access to clean water through projects funded by charity: water. We also donate coffee to local charities and first responders.

I am very grateful of the opportunities that we have here in the United States to be able experience the American dream. I am also grateful to be able to build a business with our family and to provide employment opportunities for our team members.

Thank you.