2026 SEASON REVIEW

Harbour Line Roasters

How a small coffee roaster grew by moving its beans by sea.

Sample content, made up for this example

THE SEASON

Three things changed this year

- We moved 60% of our green beans from air freight to sea.
- A second roaster doubled weekly output to 2,400 bags.
- Two new cafes opened near the ferry terminal.

THE VIEW

Where the beans arrive

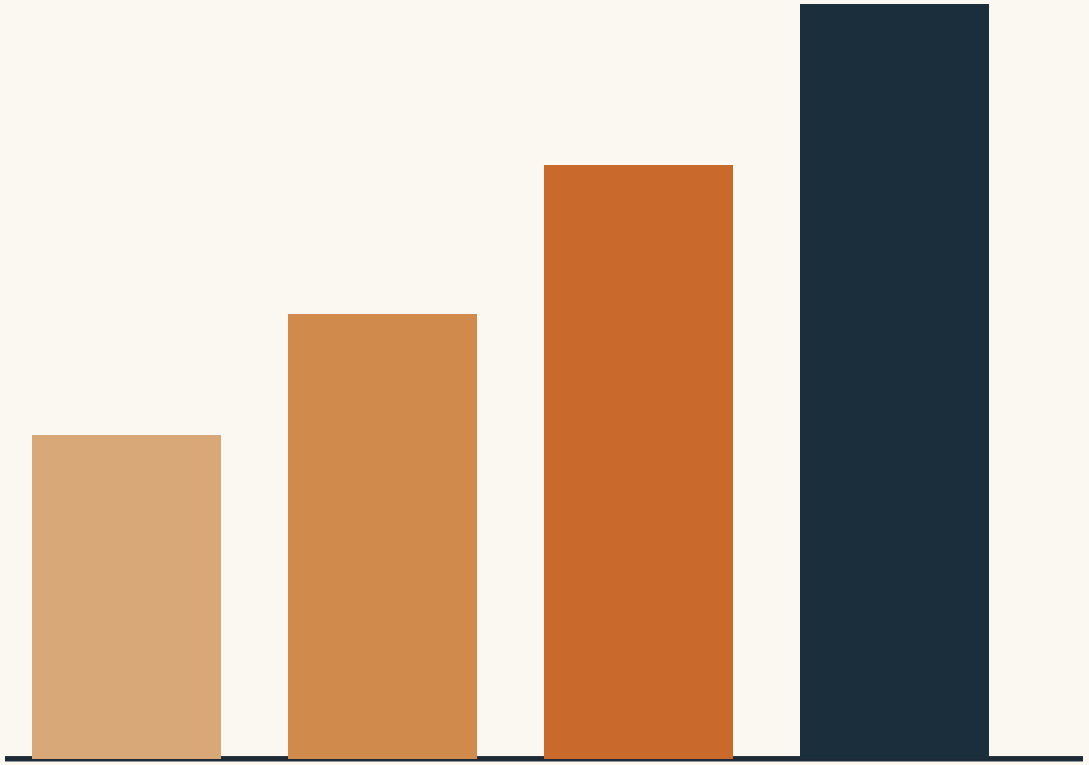
Every shipment now comes through one harbour, so one team checks each lot on the day it lands.



THE NUMBERS

Bags sold by quarter

Sales rose every quarter after the second roaster started.



NEXT SEASON

What we will measure

Goal	Now	Target
Beans moved by sea	60%	85%
Weekly bags	2,400	3,000
Cafes	5	7