

From Intuition to Business Management



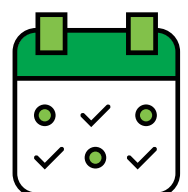
"It's the most cost-effective tool to have a successful roasting business. There's no other platform that's got this availability of data"

— Mike Dickinson, Operations Manager and Head Roaster

Key Success Metrics



Streamlined **operations**, saved **1 hour every morning** on planning



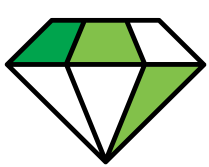
Improved purchasing decisions through **data-backed analytics**



Reduced green coffee waste by **15%** through **inventory management**



Boosted team **morale** and **efficiency** by providing a clear, data-driven workflow



Improved roast consistency, achieving a **98%** of **roast goals**



Consolidated data provides a **single source** for **safer decisions**

Company Snapshot

- **Name:** Redbank Coffee Roasters
- **Location:** UK
- **Cropster Products:** Roast Professional
- **Specialties:** The focus of this highly efficient roastery, which produces an average of 750 kilos per week, is on attention to detail and data-driven quality
- <https://redbankcoffee.com>





The Challenge

Head Roaster Mike faced a challenge: their old-school pen-and-paper data management was unreliable. Without a centralized system, they couldn't manage stock, verify quality, or make informed decisions.

“Every roast carried the risk of inconsistency, and the fear of producing a bad batch was always looming over us, threatening our reputation and customer trust”

— Mike Dickinson, Operations Manager and Head Roaster

- Manual stock control caused 10–15% waste
- Roast profiles between batches were hard to compare without centralized data
- Scheduling took ~1 hour daily
- Staff strain limited growth potential



The Turning Point

After switching from a manual system to Cropster, Mike consolidated green inventory, cupping scores, and historical roast data in one place. The key shift was seeing that the data they were already creating could drive smarter business decisions - not just roasting.

They needed a system that would:

- Combine green coffee and roasted batches overview in one platform
- Automate roasting workflows and admin tasks
- Provide data-driven insights for consistency and quality control



The Solution

Using the Cropster platform, Redbank centralized all its operations, leading to a 98% success rate on roast goals and 10–15% reduction in wasted coffee. According to Mike, the platform provides the confidence and efficiency to “streamline data into one location” making it essential for modern roasting.

- Roast scheduling saves time for roasting and smoother production
- Green QC data guides profiles for consistent quality and flavor
- Predictive inventory enables proactive ordering to avoid shortages
- Used Cropster's data to determine the green coffee needed to rest, which improved its cupping score from **82 to 85.5**

“It's not a roast profiling tool. It's a business management tool”

— Mike Dickinson, Operations Manager and Head Roaster