

# Eric Schames on Craft Coffee Trends

Tyler Collins June 02, 2017



Consumer interest in craft coffee has skyrocketed.

**Eric Schames, a successful start-up mogul, discusses the current rise of locally-produced craft coffee beans for discerning consumers.**

([Newswire.net](http://Newswire.net) -- June 1, 2017) Los Angeles, CA -- As an expert in small business start-ups, entrepreneur Eric Schames stays informed by studying emerging consumer trends. One of the hottest trends in recent years has been the rise in “craft coffees”, fresh and locally-roasted beans that greatly exceed the quality found in corporate coffee houses. Consumer tastes in coffees have matured; discerning coffee drinkers demand subtle flavors,

innovative preparation methods, and exquisite serving practices. “Craft coffee is an exciting trend that is spreading around the country,” says Eric. “Today, it is possible to find sustainably-sourced, locally roasted coffee products in most cities in the U.S.”

The key to craft coffee’s success in a crowded beverage market starts with roasting the beans. Small “boutique” coffee roasters source the beans from coffee-producing regions around the world, focusing on fair-trade beans, organic beans, and exotic varieties from Hawaiian, Middle Eastern, and Jamaican growers. Specialized roasting equipment is carefully monitored for the perfect roasting temperature. Some roasters have incorporated fire-roasting equipment to bring out subtle flavor notes in the beans. Small batches help to ensure exacting quality; roasted beans are no longer stockpiled but produced on demand for coffee houses, improving the taste for sophisticated coffee drinking individuals.

The hospitality industry has taken note of the craft coffee trend. Too often, travelers are not able to get the locally-roasted coffees they have become accustomed to at home. Many travelers resort to bringing a small coffee-making kit with them. Forward-thinking hotel chains and independent hospitality ventures have addressed consumer demands by incorporating locally-roasted coffees to their range of guest amenities. Specialty coffee vendors have partnered with hotels across the country to provide craft coffee products and the equipment, training, and service needed to make specialty coffees for hotel guests. “Adding craft coffees enhances the overall visitor experience,” adds Eric. “The craft coffee industry is paralleling the craft beer industry in terms of consumer demand and consumer satisfaction levels.”

To learn more about him, visit: <https://www.houzz.com/pro/ericsschames1/eric-schames>



Eric Schames works with a number of early-stage businesses and tech startups in his role as the Principal of Los

Angeles-based small business incubator StartupLoft. Among the companies he has worked with, craft coffee roasters and other boutique consumer products ventures excite him the most. “These small ventures have identified emerging consumer trends and have the flexibility and innovation needed to capitalize on consumers’ demands,” says Eric. “Visiting with some of the coffee roasters our company works with is an intoxicating sensory experience.” For more information on Eric and his career as an entrepreneur, visit <https://vimeo.com/ericschames>.

## **About Eric Schames**

With a track record of success in the healthcare field, entrepreneur Eric Schames has earned recognition across industries. Eric has honed his talents in several business ventures, exhibiting mastery in business development, strategic business planning, contract negotiation, and more. He currently serves as the Principal at StartupLoft, a Los Angeles-based business incubator that specializes in providing capital investment assistance and advisory services to early-stage business ventures.

## **Eric Schames**

*StartupLoft*

*5757 W. Century Blvd, Suite 800*

*Los Angeles, CA 90045*

*United States*

*(310) 775-7586*

*[info@ericschames.com](mailto:info@ericschames.com)*

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