

MOUSTACHE

COFFEE CLUB

MOUSTACHECOFFEECLUB.COM

COMPANY OVERVIEW

Great coffee shouldn't involve legwork or hit-and-miss bags of beans bought off the shelf. Moustache Coffee Club finds the world's best single-origin coffee, perfectly roasts it for optimal flavor, and puts it on your doorstep within three days for peak freshness and the perfect cup of coffee every time.

Each week, Moustache Coffee Club selects a different single-origin bean for its subscribers. Over the course of a year, Moustache Coffee Club tastes thousands of coffees just to find the best bean to ship, and each selection meets stringent sourcing and flavor criteria. Working with cup-winning roasters, Moustache Coffee Club roasts to highlight flavors, not to mask flaws. Our delivery model isn't just a way to put more value in the bean, it's the best way to ensure that the Moustache Coffee is delivered just at its maximum potential to bring you craft quality coffee, right at home.

Their passion for quality starts at the farm. Moustache Coffee Club meets and exceeds the Free Trade Mandate, paying their farmers as much as five times the average. That's a commitment to great coffee that will continue to deliver for generations.

Since its founding by Sean Reilly in Downtown, Los Angeles in 2013, Moustache Coffee Club has delivered on its promise to bring coffee of superior quality, superior craftsmanship, and unparalleled freshness direct to its subscribers' doors.

FOUNDER BIOGRAPHY

"Freshness, seasonality, cup-winning beans and farms, and a roast designed to highlight the flavors not mask them were the goals," says founder Sean Reilly. "Delivery is actually the best way for us to ensure that the coffee that reaches your doorstep is at its maximum potential."

Frustrated by the lack of consistent quality with coffee shop and mail order beans, Sean Reilly set out to solve the challenges he saw that stood between consistently great coffee and the consumer. "When I looked at it, the answers to the problems that stood between great coffee and the rest, were actually problems that I felt I could solve. These were problems I was actually excited to solve."

With a background in e-commerce web development, a commitment to unparalleled quality, and a real passion for coffee, Reilly found that by combining the lower overhead of a direct-to-consumer, e-commerce model, discriminating raw coffee bean selection, and a data-driven/craft-guided roasting process, he could deliver the goods. By utilizing state-of-the-art packaging and shipping the beans on the same day they're roasted, Reilly can ensure that Moustache Coffee Club makes good on its promise to bring craft coffee, direct to the home.

Reilly, born in Ireland, was raised with an appreciation for good food. The idea that the farmer is just as important as the chef was instilled from an early age. It wasn't until after his doctoral studies in Computer Science at Trinity University in Dublin and a chance encounter with a

sublime cup of coffee here in the United States that he knew just how much better coffee could be.

Always in pursuit of the next great cup, Reilly founded Moustache Coffee Club in 2013. “I was the first customer. That’s why I called it a club. I’m here for the coffee, too,” he says of its founding.

Reilly received a PhD in Computer Science from Trinity College, Dublin, Ireland. Reilly is also the founder of BishBashBox.com, a suite of tools for subscription based e-commerce businesses designed to streamline development, deployment, customer management, and shipping and fulfilment.

Reilly is married and lives a very coffee infused life in Los Angeles, CA.

