

# Connecting You with Equipment, Experience, Support, and Community





The Prima team comprises over 75 years of specialty coffee experience with varying focuses and skill sets. Thanks to that wide breadth of expertise, you are in excellent hands when you partner with us for your commercial needs. Whether you are starting a cafe, upgrading an existing shop, expanding your reach, or looking to add a coffee service to your existing operations, we have the equipment, ongoing support, industry knowledge, resource archive, and growing community to come alongside you and help you build something you are proud of.

## Your Prima Commercial Team



**Matt Stevenson**  
Director of Sales and  
Customer Service



**Ryan Felbinger**  
Product Manager



**Allie Dunn**  
Customer Service Lead



**Adriana Alvarez**  
Ancap Sales Manager



**Copley Allen**  
Customer Service  
Associate



**John Erler**  
Service Lead



**Gregg Potter**  
Business Operations  
Manager



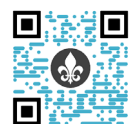
**Bekah Reese**  
Restaurant Equipment  
Manager

Prima Coffee contact information

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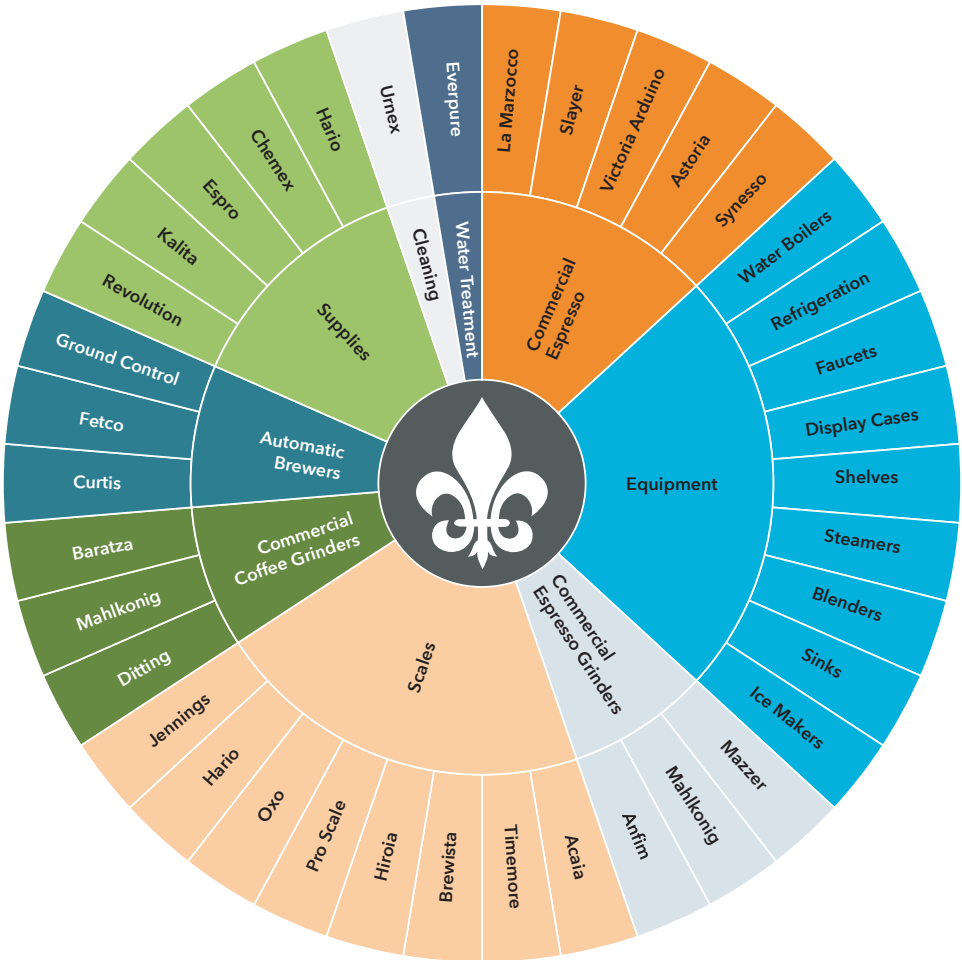
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[Learn More](#)

# Commercial Product Offerings



To learn more and shop our entire commercial catalog, visit [prima-coffee.com](http://prima-coffee.com)



# Comparison Chart

## Mahlkonig, Ditting, Bunn

| Mahlkonig EK43  | Ditting   | Bunn  |
|---|---|---|
| Production grinder for 20 min grind sessions                    | Retail grinder for 1-5lbs per session   | Retail grinder for 1-5lbs per session           |
| Ideal for grinding 5lbs or more at once                         | Motor designed for repeated single dosing at high volume.   | Cheap, Chinese made                             |
| Too powerful for repeated single dosing, can cause misalignment | Highly unimodal grind distribution  | Low grind uniformity                            |
| Highly unimodal grind distribution                              | High clarity cup, or high body and sweetness with Lab Sweet burrs.  | Muddy mouth feel, less clarity                  |
| High clarity cup profile  | Available in 3 configurations with specialized hardware for either batch brewing, bag grinding or cupping | Ideal for bag grinding                          |
| Great for bag grinding and batch brew                           | Dual internal cooling fans.   | Difficult burr access and medium serviceability |
| Medium difficulty burr access and serviceability                | Greatest overall versatility  | Medium reliability                              |
| High reliability  | Easy access to burrs and simple serviceability  |   |
|   | High reliability  |   |

# Ditting Grinders



Prima Coffee is the exclusive U.S. distributor for Ditting, a Hamburg-based grinder manufacturer that is united, under the Hemro Group umbrella, with industry leaders Mahlkönig, Anfim, and HeyCafé. The Ditting portfolio includes a flat burr coffee grinder model for every application, from low-volume cafés, restaurants, and hospitality businesses (807) to larger operations and roasteries (1203 and 1403) and even a version with special cast burrs for specialty coffee shops and dedicated home enthusiasts (807 Lab Sweet).



**807 Retail**

Optimized for retail bag-grinding and a full range of grind sizes from turkish to cold brew.

**Best suited for**

Front of house retail grinding for cafes and grocery stores.

**80mm steel burrs  
vibrating shaker plate  
2lbs per minute throughout.**



**807 Lab Sweet**

Featuring unique cast burrs, the Lab Sweet is built for low retention single-dose pour-over, espresso or bag grinding, and a full range of grind sizes from turkish to cold brew.

**Best suited for**

Cupping, commercial single dosing, retail bag-grinding and batch brew.

**80mm cast steel burrs  
folding platform and steel catch cup  
2lbs per minute throughout**



**KR 1203**

The most powerful 120v grinder on the market. The KR1203 is designed for retail bag grinding and batch brew at a rate of 5lbs per minute.

**Best suited for**

High volume cafes and roasters who pre-grind coffee for customers

**120mm steel burrs  
vibrating shaker plate  
100lbs per day capacity**



**KR 1403**

Bridging the gap between commercial and industrial classification, the KR1403 is a bag grinder capable of a 8lbs per minute throughput.

**Best suited for**

High volume cafes, back-of-house tool for high volume pre-grinding into bags

**140mm steel burrs  
220v 3-phase power  
vibrating shaker plate  
continuous use duty cycle**



**KFA 1403**

An industrial grinder optimized for a quick workflow. Featuring a mechanical paddle that simultaneously engages power and clamps the bag, a sliding hopper gate and an 8lb per minute throughput.

**Best suited for**

High volume cafes, back-of-house tool for high volume pre-grinding into bags.

**140mm steel burrs  
220v 3-phase power  
continuous use duty cycle.**



**KFA 1403 Industrial**

Built on the KFA1403 platform with a 22lb capacity welded steel hopper and an off-counter chute for industrial pre-grinding at a rate of 8lbs per minute throughput.

**Best suited for**

High-volume roasters and beverage manufacturers.

**140mm steel burrs  
220v 3-phase power  
continuous use duty cycle.**

# Ethica Coffee Roasters



Ethica Coffee Roasters, at its core, comes from a place of passion and inspiration. Deriving its name from Benedict de Spinoza's, "Ethica," Gregory Koifman set out to create a space that provided more than just coffee, but a sense of creativity and community. Located in Toronto, Canada, Greg and his team are roasting coffees from across the globe on their Giesen Roaster, fostering relationships with producers, and working to make coffee more approachable.

Ethica has recently added the Ditting Lab Sweet to their cupping and experimentation setup and has had a ton of success!

## How do Ditting coffee grinders fit into operations at Ethica?

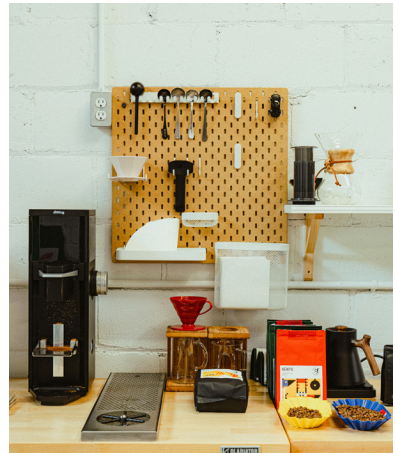
It's a fantastic experience; it's the gold standard for us to compare with all other grinders we use. Handy and easy to use. Also, a lot of guests are interested because of the modern appearance. Convenient to use in any place, even in pop ups.

## In what ways have Ditting grinders optimized your workflow?

Increase the speed of workflow and very predictable results during grinding. + easy to clean, we only spend a little time on it. Smaller footprint on the bar counter with the same capabilities.

**How does the coffee taste?** We use this grinder for cupping and other experiments, so the grind is very stable. The taste is clean, no dust.

**What's been your experience working with the Prima team so far?** Perfect customer service, fast delivery and knowledgeable staff help to find exactly what you need. And of course very competitive prices.



# Noble Coffee Roasters

\*Some responses have been shortened for the purpose of length and clarity



Since its inception, Noble Coffee Roasting has successfully transformed a simple philosophy, “quality matters, and organic matters,” into one of the best, most impact-driven, and award-winning specialty coffee roasters in the country. Deriving from a longing passion and pestering desire to get back into coffee after years of absence, Noble’s founder began roasting and brewing coffee at home. These early experiments eventually became the journey that is now Noble Coffee Roasting. Noble is a barista-driven company made up of people who are passionate about how coffee knowledge and brewing skills can improve lives – from farmer, to roaster, to barista, to customer.

**How do Ditting coffee grinders fit into operations at Noble?** For the last decade, we’ve incorporated Ditting coffee grinders into various aspects of our company: retail, wholesale, and roasting. We use the Ditting KR1203 in our Coffeehouse to grind coffee for our flights of French Presses, grind coffees in retail bags for customers, and grind larger quantities of coffee for Cold Brew. This machine has been an absolute work-horse for us and is reliable for our daily use.

In wholesale, we use an 804 grinder to grind 12oz and 5lb bags of coffee for our online customers and wholesale accounts to the brew method of their choice.

Finally, we’ve recently incorporated an 807 grinder in our roastery in order to help facilitate our weekly coffee cuppings. Using our Ditting 807 provides consistently ground coffee for little to no variability in our cupping, which ensures that we can make accurate assessments in our tasting. Needless



to say, we use Ditting grinders in a variety of ways and have had the best experience working with Prima.

**In what ways have Ditting grinders optimized your workflow?** All of our Ditting grinders are consistent, precise, powerful, and efficient. We are so pleased with the performance of these grinders because the output is always great tasting coffee with an impressive ease of use. We use Ditting grinders in all departments of our company and we know that our workflow is maximized with Ditting grinders on our bar.

**How does the coffee taste?** Every Tuesday we host a staff cupping for all of the coffees that we've roasted throughout the previous week. This allows us to assess the aroma, flavor, body, and finish of each given coffee, hypothesize ways to improve each coffee in our roasting process, and monitor the progression of coffees on a week-to-week basis. So how does the coffee taste? The proof is in the pudding: in 14 years, we've had 13 finalists and 8 winning coffees in the Good Food Awards, making us one of the most award-winning roasters in the country. Separately, we're honored to have received Food & Wine Magazine's "Best Coffee in Oregon" award in 2018 and 2022. We couldn't accomplish this without the assistance from coffee industry titans like Ditting, Probat, Baratza, Fetco, Mazzer, and La Marzocco.



**What's been your experience working with the Prima team over the years?** We couldn't be more excited about the nascent partnership between Prima and Ditting. Prima's always had excellent customer support, an intuitive interface, and has been a wonderful partner to work with for the past decade. We're excited to see their drive for excellence and integrity continue to push the industry forward.

# Dose Coffee & and Tea



**Tell us a bit about Dose Coffee; how it started and where the business is now headed.**

"We began operation as Dose in 2009 after assuming ownership of another coffee shop that had been in operation in West Nashville. Our vision was to provide a level of coffee product and service not yet seen in Nashville. Since that time the business has grown to include a select offering of single-origin teas and chocolates, an in-house bakery, a full breakfast and lunch menu, and a comprehensive retail selection. In the summer of 2016, we opened our second location in the heart of East Nashville on Riverside Drive. This location offers an expanded food program, beer, wine,

assorted cocktails and bodega style Market. At the beginning of 2023, we opened our third location in historic Old Hickory Village. As we continue to grow and expand locations, so does the reach of those we interact with in the Nashville area and the products we serve."

**Dose operates a very successful retail equipment program. How was this success established, and in what ways has your program and your offerings evolved over the years?**

"Initially this began as a very limited selection of what we knew customers needed most. We chose one or two home grinders and one or two at home brewing methods

and tried to educate our customers on the best means to success. As we have expanded locations, particularly with our East Nashville location, our shelf space for retail has become a key focus as a conduit for us to enter, live in and become a daily part of our customer's lives in an at-home setting."

**In what ways is Prima's wholesale program serving to support the success of Dose's retail equipment program and the business overall?**

"Prima is essential to us in offering a direct, comprehensive selection of products that we know our customers are looking for. The pandemic reshaped a lot of ways people think about consumption, with a refocus on small business and community. As opposed to looking at an online retailer like Amazon, many of our customers look to buy products directly from us that we can explain, discuss, and answer questions about. Prima brings all of the variables together to make this equation happen."



**Could you describe your daily interactions with Prima and its staff?**

"Our daily interactions with Prima and its staff are always kind, courteous and responsive. Prima is the connector piece in many ways and we value this connection immensely and innumerably."

**What are some of the top selling pieces of home brewing gear that your customers can't seem to live without?**

"Fellow Kettles, Kalita Brewers, and Acai Scales are items we can't restock quickly enough."

**Do you find that your home brewing equipment sales also promote more coffee sales?**

"Home brewing sales and coffee sales exist in a symbiotic relationship. As one grows (home brewing equipment) the other (home coffee sales) grows exponentially. People want to be connected with our products and participate in them."



# Financing Options

Prime Coffee Equipment has partnered with LeaseQ to provide lease-to-own financing options to our valued customers.

Through equipment lease financing, you're able to make set monthly payments while recouping the costs as you operate the equipment, all without stretching your cash flow.

Scan the QR code to find out what you qualify for.



# Build Out Services

If you are looking to start, expand, or upgrade your coffee services we would love to come alongside you to connect you with the equipment, resources, industry experience, and ongoing support that you need to be successful. We have worked with clients who are at ground zero, still trying to find a location all the way to clients who have everything but the equipment

in place. We bring 75+ combined years of industry experience to the table as well as a wide range of technical schools and business acumen that will prove invaluable to your efforts. Scan the QR code to schedule a time to talk to our team.



# Maintenance & Repair Services

Do you have an espresso machine, grinder, water tower, or other coffee machine in need of repair or maintenance? Our experienced technicians would be glad to take a look. visit [prima-coffee.com/maintenance-services](http://prima-coffee.com/maintenance-services)



Our lead, John Erler, is a 20-year veteran of the coffee industry, a career that began as a barista right here in Louisville, Kentucky at Heine Brothers, and that later took him to Chicago where he worked as a tech for Intelligentsia and SteamVolt, before returning to his hometown. John's expertise includes home and commercial semi-automatic and automatic espresso machines from such industry leaders as La Marzocco, Nuova

Simonelli, Rancillio, and Slayer, in addition to years of experience working on commercial brewers, espresso and filter grinders, and water filtration, including RO systems.

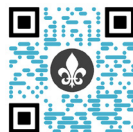
## Wholesale Program

We're pleased to offer discounted pricing to customers who buy with the intention of stocking and reselling the items they purchase. With competitive pricing and access to the highest quality, most relevant manual brewing gear in the specialty coffee industry, the Prima Coffee wholesale program is designed with your small business in mind. visit [prima-coffee.com/wholesale](http://prima-coffee.com/wholesale)

If you're interested in learning more about our wholesale program, reach out to Allie at [wholesale@prima-coffee.com](mailto:wholesale@prima-coffee.com) and she will be more than happy to help.



**Learn more about  
Maintenance**



**Learn more about  
Wholesale**

# Prima Coffee Referral Program

Roasters - do you ever wish you could hand off your equipment sales and after-sales support so you could spend more time roasting coffee? Introducing the Prima Coffee Referral Program. We're proud to offer roasters and consultants a trusted referral source for handling their customer's coffee equipment and restaurant equipment needs. The benefits are clear, and getting started is easy!



## The Benefits

- You do what you do best - Source, roast, train, develop new relationships. Prima's Coffee Referral Program frees you up to focus on the more critical aspects of your business, and reduces stress!
- Our broad equipment catalog covers a range of specialty coffee and food service applications, allowing us to provide comprehensive, all-in-one equipment packages to meet every need.
- Easily accessible equipment consultation and after-sales support. Our expert staff is equipped to guide customers at all skill levels to the right equipment. In addition, we'll handle all troubleshooting, parts, and warranty needs directly with the customer.
- We prepare customers for commercial espresso installation through a detailed step-by-step process, ensuring they're able to open up shop by the target date.
- Free water testing and tailored water treatment recommendations, ensuring the equipment is well protected and the coffee tastes its best.
- We work with integrity and care for our customers and partners. We apply a faithful and honest work approach to all we do, and an ethic that stewards the time and resources at our disposal for the good of others.

## How To Get Started

Email [sales@prima-coffee.com](mailto:sales@prima-coffee.com) today to start referring customers immediately!



Connecting you with high-quality equipment, seasoned customer support specialists, and valuable industry resources aren't the only things the Prima team excels at. We have also built a robust online coffee community made up of over 1000 individuals who are all focused on one thing: brewing better coffee. Earlier this year, we launched an exclusive space within the Prima Coffee Community just for industry professionals. In this space, we host virtual events, provide business and equipment resources, allow professionals to chat and get feedback on their questions, as well as a member directory that can be used for networking. It's a fantastic and supportive platform that we are proud to offer to our members.

## Community Features

- Free Membership
- Member Networking Directory
- Community Chat
- Virtual Events
- Technical Resources
- Business Guides
- First Look at New Products
- Exclusive Discounts and Promotions

# Ancap Custom



## Quality Customization

Behind each design is a story, and we take pride in our customers allowing us to help tell that story. This is why we focus on quality in every aspect of the customization process. This is how we tell your story well:

## Unique Customization

We have the flexibility to work with your unique design. Customizing the position of your logo (outside, inside, handle, saucer), materials of your logo (color, gold, platinum), and accents to your design (banding or wrapping) allows your artwork to stand out.

## Precision Application

Each design is specifically sized to best match each cup or saucer model in your order, and then is hand-applied with laser-guided precision.





## High Quality Firing

The quality of Ancap porcelain allows it to endure high temperature custom firings. These high temperature firings allow the custom inks to fuse with the glaze, resulting in a durable finish to the design.

## Small Batch to Large Run Options

For those needing a small batch custom run, we offer in-house custom firings in Louisville, Kentucky starting at a minimum of 144 pieces. Our in-house decorating and firing capabilities allow us to provide high quality customization with quick turnaround times. For those needing a larger volume order, we can provide cost-effective custom firings at the factory in Italy.



# Ancap Italian-Made Porcelain



## History

Born from a country rich in manufacturing and design, Ancap's porcelain embodies its Italian heritage. All Ancap porcelain has been produced exclusively at their factory outside of Verona, Italy for over 50 years.

## Ingredients

Ancap produces only hard feldspar porcelain composed of the finest quality raw ingredients. A combination of kaolin (50%), feldspar (25%), and quartz (25%), Ancap's porcelain is free from cadmium, lead, and fillers.

## Production

Ancap's meticulously controlled production process fires the porcelain at an industry leading 2570°F to optimally blend the raw materials. This results in a dense, non-porous porcelain that offers increased strength and thermal stability.

## Style

Quality raw ingredients + high temperature firing = pure white porcelain. This pure white porcelain is then given a lustrous glaze that showcases the quality, production, and design put into each Ancap piece. Knowing that each person has a unique style, Ancap offers numerous body styles, sizes, saucer options, and color accents to allow each individual the opportunity to build out a porcelain portfolio that fits their needs.





# The Prima Edge



**Curated Catalog**



**Expert Customer Service**



**Educational Resources**



**Industry Experience**