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## COFFEE BEAN ROASTER PROMISES THE FRESHEST AUTOMATIC HOME BREW

 RETAIL

**Bonaverde is offering a machine that turns unroasted beans into coffee at the push of a button, maximizing flavor while also delivering profits more directly from consumers to farmers.**

*This is part of a new series of articles that looks at entrepreneurs hoping to get their ideas off the ground through crowdfunding. At the time of writing, each of these innovations is currently seeking funding.*

While some consumers may be swapping their morning brew for the **Sprayable Energy**'s drink-less alternative, others still treasure the nuances of a freshly ground coffee. For coffee purists, **Bonaverde** is now offering a machine that turns unroasted beans into coffee at the push of a button, maximizing flavor while also delivering profits more directly from consumers to farmers.

According to the startup, even those who grind their own beans are consuming coffee that has gone through 17 stages of production — from farmer, to roaster, to packager, to distributor, to retailer, and all the steps in between — totaling an average of six months before it arrives in their kitchen. By this time, the flavor can be significantly diminished. The Bonaverde machine takes raw, green coffee beans, which are placed into a compartment on the top before the user sets the roasting level. The team has spent two years researching the perfect roasting temperature and time to get the best taste out of the beans. Once the beans have cracked they are automatically cooled and ground ready for brewing. The whole process takes just over ten minutes and one push of a button to turn the green coffee beans into the drinkable final product.

As well as giving consumers coffee that's much fresher than supermarket packets, the machine gets users to buy the raw beans direct from farmers, meaning that workers get a much fairer deal. The video below explains more about the project:

The Bonaverde Kickstarter has already broken its target by more than three times, but backers can pledge from USD 250 before 8 December to get their hands on a machine. Are there other products whose preparation process could be handed over to the consumer to cut middleman costs?

Kickstarter: [www.kck.st/1a0DD3c](http://www.kck.st/1a0DD3c)

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