

BREWING A BRAND

HOW EXPAT. ROASTERS BUILT
A LEADING COFFEE BUSINESS IN INDONESIA

BRCA October Monthly Luncheon - 15th October 2025

Presented by: Shae Macnamara | Founder & CEO, Expat. Roasters



MEET SHAE MACNAMARA



Founder & CEO - Expat. Roasters

- 20+ years in the coffee industry,
- Set up a cafe in Venice, Italy (2007) and has consulted on cafe openings across Australia, Europe, and Asia
- Former National Coffee Ambassador - Coca-Cola Amatil, leading national training programs and overseeing the crop-to-cup process
- Former ASCA Board Member and certified sensory & technical judge
- 2016 Australian Champion - Coffee in Good Spirits, No. 4 globally in Shanghai



WHY INDONESIA?



- Developing Market
- Growing Economy
- Direct Access to Farmers
- Passionate Coffee Drinkers

FROM VISION TO BRAND - MOMENT THAT SHAPE US



2015
**CONSULTING
AND VISION**

Consulting on coffee for Sisterfields cafe, saw huge gaps in Indonesian coffee market, created brand and vision



2016
**FIRST CAFE IN
BALI**

Started with one brew bar and goal to make better coffee, be more consist, add value and think different.



2017
**SPLIT FROM
SISTERFIELDS,
VOLCANIC
ERUPTION**

Our people made the brand — staff chose to build Expat.Roasters with us.



2020
**COVID CHANGE
EVERYTHING**

Revenue dropped. But we doubled down on values — not volume.



2023 - 2025
**NATIONAL
EXPANSION,
REBUILDING
WITH INTENTION**

Every store, every team, every city — designed to belong.

WHERE WE ARE NOW



JAKARTA

Flagship
Expat. Roasters Mori Tower



BANDUNG

Flagship
Expat. Roasters Gatot Subroto
Bandung



MAKASSAR

Flagship
Expat. Roasters CPI Makassar



SURABAYA

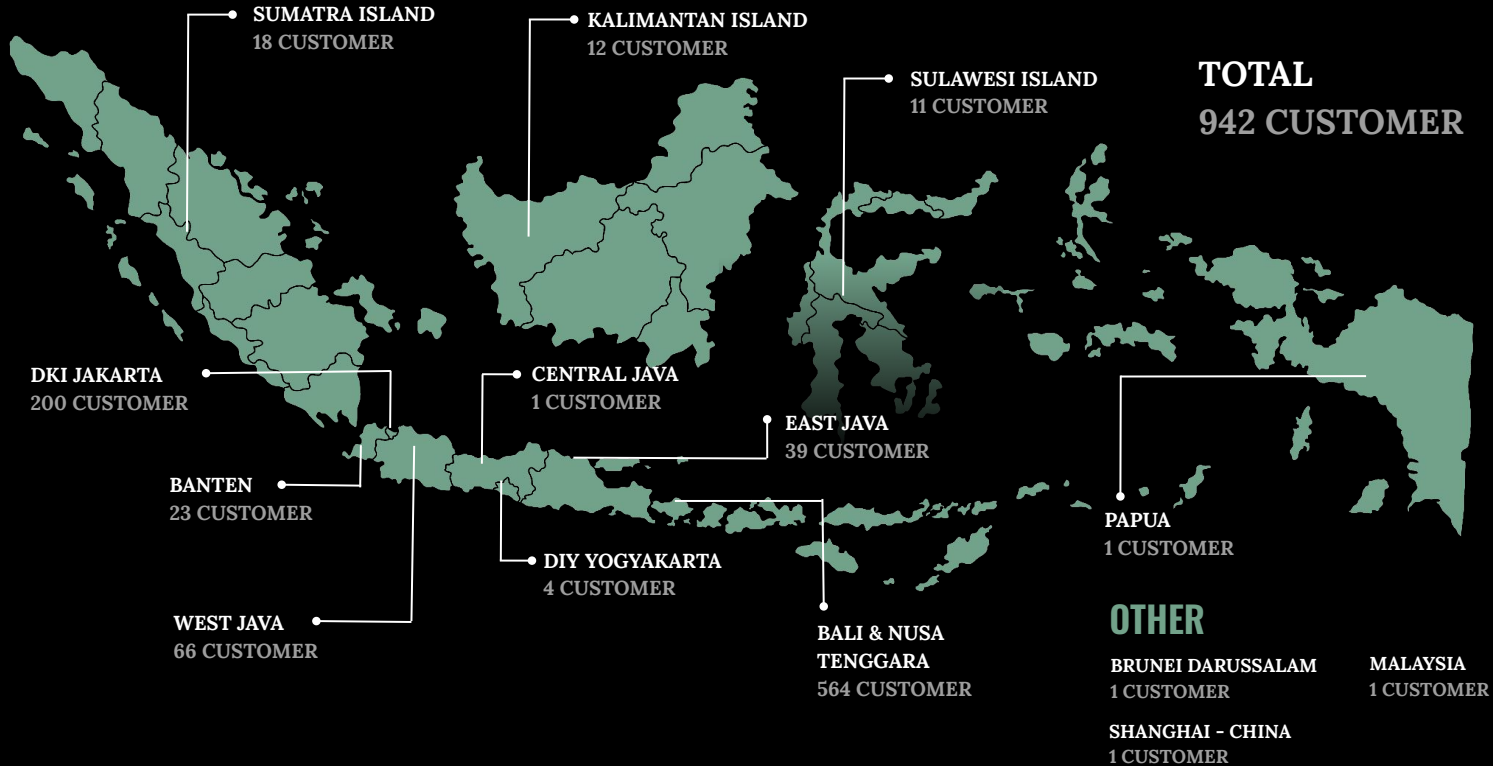
Flagship
Expat. Roasters Graha Famili
Supermarket/Airport
Expat. Roasters Hokky Citraland
Expat. Roasters Juanda International Airport



BALI

Brew Bar
Expat. Roasters Petitenget
Expat. Roasters Beachwalk

CUSTOMERS LOCATION



OUR CUSTOMERS



GRAND | HYATT
JAKARTA

Cinema XXI
73 OUTLETS SERVING KOTESU

Google

sodexo[★]

DOUGH LAB
ARTISANAL COOKIES

CAP KAROSO

Café del Mar
BALI

COMO
UMA CANGGU

LDS
Lifestyle

Paperhills

KUNO VILLAS

THE
UNGASAN
CLIFFTOP RESORT

BERMVDA

THE
COFFEE
CLUB®

BAKERY & CAFE
CONVIVIUM

GIỎI
GROUP

Kotäsk
Kaffe Co.

BAKERZIN

07:AM
BAKER'S CLUB

M

HMS
HOST

ISMAYA®
CREATING THE GOOD LIFE

KYND

Vilo



CONSISTENCY IS YOUR BRAND'S BACKBONE

USP



- Sustainability
- Beautifully designed shelf-ready packaging,
- Hands-on barista training and education
- Marketing collaboration & co-branding support

SERVICE STANDARDS MATTER



- Training program support
- Operational playbooks
- Empowering baristas = better experience

WHEN CAFE'S SERVE OUR COFFEE, THEY SERVE A STORY

- International mindset
- Local produce
- Sustainability
- Quality & Consistency



“WE DON’T JUST SELL COFFEE. WE SELL CONNECTIONS”



THE EXPERIENCE ECONOMY



- Value beyond product
- People remember how you made them feel
- Experience in-store

LESSONS ALONG THE WAY

- Say no to things that don't align
- Focus on training & education
- Build system
- Consistency is key





Resilience, Clarity, and Community – The Core of Our Growth

We grew by saying “no” more than “yes”. When things broke, **we listened, learned, and rebuilt.** Community-first thinking turned crisis into connection. Brand clarity guided every tough decision. Growth came from alignment, not just ambition. “We didn’t just survive. We recalibrated and came back stronger—every time.”

WHAT'S NEXT?



READY FOR GLOBAL STAGE

Malaysian entry underway

Expanding wholesale and co-branded products

Investing in team, systems, and scalable storytelling

GLOBAL STAGE PRESENCE



“From Bali to the world”

WORLD OF COFFEE 2025



OUR GROWTH FRAMEWORK



**COMMUNITY DRIVEN,
NOT TREND-CHASING**



**QUALITY-LED,
NOT EGO-LED**



**TEAM-FIRST,
ALWAYS**



“WHY WE DO WHAT WE DO”





Let's Grow Together – Intentionally

We're building for scale, without losing soul

Join us as we shape a new standard for speciality coffee—**GLOBALLY GROUNDED, LOCALLY CONNECTED**



Q&A

What's your biggest challenge in building a consistent café experience?



THANK YOU



expatroasters
www.expatroasters.com

WHAT'S CHANGED?



- Customers expect immersive, consistent experiences
- Rise of the experience economy
- Brand perception = value



UNDERSTAND THE LOCAL AUDIENCE



EMBEDDING THE BRAND



- Subtle visibility
- Integrated touchpoints
- Shared values

