

THE STORY OF RISE COFFEE

- STAND TALL -

Rise Coffee Co (Pty) Ltd
Co Reg Nr: 2019/304315/07

Bank Detail:
RISE COFFEE CO
FNB Business Acc
Acc Nr: 6281 7066 261
Garden Route Mall: 250655

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HOW IT ALL STARTED

Ollie Terblanche was a promising provincial rugby player when his life journey was altered in a moment. Ollie became paralysed when he broke his neck during a local rugby match, only one month after his engagement to Chanel. With the strong character and absolute believer that he is, Ollie decided to face this challenge head-on, clinging to his favourite scripture in Hebrews 1.11.

He received intense medical intervention, treatment and daily rehabilitation and the couple was married two years after his injury. His body recovered to the point where today, four years down the line, he is physically semi-dependent and can walk short distances with his crutches. He won't be giving up on his goal to walk again, and even to become a conditioning coach and mentor to young sportsmen.

Ollie developed an absolute love and appreciation for good coffee after his injury, which became a welcome comfort for him during these challenging times. Little did he know it would play a crucial role in his life as he became a coffee marketeer. In May 2019, Ollie was offered the opportunity to start his very own coffee brand.

RISE COFFEE CO represents Ollie's refusal to give up on life; to rise above unwelcome circumstances; to share life with others; to spread hope; to serve people; to comfort and to have compassion; and to simply appreciate every day with its blessings. This is coffee with a purpose!

His dream is to grow his business by living out his love for coffee, financially supporting his family, and to support others like him. As an ex provincial rugby player, he will always love the sport and is passionate about investing back into the lives of others.

COFFEE WITH A PURPOSE

The Chris Burger Petro Jackson Players' Fund, is the official charity of the Springboks and provide support at all levels of the game to SA rugby players who have sustained serious life changing injuries. Due to the nature of Ollie's injury, he became a recipient of the Players' Fund. They have provided him with mobility equipment, assisted with making his home more wheelchair accessible and continue to have an impact on his life.

It is Ollie's wish to give back to rugby and especially to this organisation that assists seriously injured rugby players. He has selected the Chris Burger Petro Jackson Players' Fund as beneficiary of R2-00 per each retail packet of his coffee sold. The official Players' Fund logo will be printed on each packet label together with a QR code which links through to his story.

The RISE COFFEE brand will be supplied by Root Coffee Roasters, who has initiated the business idea together with Ollie, providing him the opportunity and support to create and market his own, personal brand of coffee. This coffee will be exclusively roasted and blended specifically for RISE COFFEE.

Two coffee blends will on offer under the Rise Coffee label:

1. THE HERO; a medium roast blend and
2. THE BRAVE; a medium to darker roast blend.

Other than local distribution, RISE COFFEE will also be sold via their online store (www.risecoffeeco.co.za). Marketing will mainly be done using social media. A network of existing friends, sport players, rugby unions and outlets will be used to market the brand.

RISE COFFEE CO could diversify its coffee product by including Jura coffee machines in their value proposition. These smaller coffee machines are ideal for domestic and small business use.

THE BUSINESS

The business will offer roasted coffee (roasted and packaged in George) to retail shops in the Garden Route; certain franchises nationally, online shoppers, coffee shops, restaurants, B&B's and SA rugby unions. As RISE COFFEE become synonymous with its owner and his story, personal contact and communication with clients will add to the attractiveness of the organisational brand to offer coffee with a purpose.

VISION

To provide a unique brand of roasted coffee to the South African market, which is to communicate a message of determination, hope and compassion, in order to become financially independent and to provide financial assistance to ex-rugby players with spinal injuries.

MISSION STATEMENT

RISE COFFEE is a services and values driven coffee wholesaler that supplies two exclusive coffee blends to retail outlets and online shoppers, applying sound business principles and service differentiators to achieve long term financial sustainability.

CORE VALUES

Product quality // Exceptional customer service
Affordability // To inspire & have fun

INVITATION TO GET ON BOARD!

There are a number of ways you can get involved to make a difference.

- Purchase Rise Coffee (directly from Ollie)
- Make a donation towards Rise Coffee to help cover startup costs
- Make a donation to Players' Fund directly (details on website)
- Like and share all social media posts and campaigns