

**Ride for Independent
Coffee Houses**

September 25, 2007

New York to Florida



www.RideForIndependents.com

What's It All About

Bob Johnson's Ride for Independent Coffee Houses (rideforindependents.com) is my crusade to support the independently owned coffee houses and cafés that compete with the giant chains every day. This ride is for independent entrepreneurs who greet the day with enthusiasm and determination, greet their customers by name, and have a passion for coffee.

The Plan

I set out in mid-August on a bicycle trek from New York to Florida. My mission is to stop along the way at every coffee house and café seeking to learn: how they succeed; what tools they use; who they are. The knowledge and wisdom of every independent encounter will be shared via a trip log, videos and photos on the web site: www.rideforindependents.com.

An Open Invitation

Everyone who has an independent spirit and a love of coffee is invited to join the ride. I plan to bike for four hours a day – the distance will be a function of the terrain. If you join the ride, be prepared to stop in every town, take time to taste some coffee, and maybe soak up some wisdom from fellow coffee professionals.

My Sponsor

Kaffé Magnum Opus, KMOcoffee.com, is a specialty coffee roasting company that sells to independent coffee houses and cafés. I started this company in 1991 using the trade name Coffee Time. Kaffé Magnum Opus was incorporated in 1996 and now sells to thousands of coffee houses around the country. I'm very fortunate to have a great staff and super leadership. Al Caltabiano joined us in 2007 as CEO and is bringing in talented people to help expand our commitment to service. Al has introduced several new tools to help retailers and has many more in development.

Moral Support

My wife Cathy is supporting the ride in our Phoenix Cruiser motor home where Ruby, our standard Schnauzer, rides shotgun. This endeavor would not be possible were it not for Cathy's support.