

my brg | settings | logout



Business Reference Guide Online

search for information on 556 industries

BRG search coffee

[◀ back to search results](#) | [view all industries](#)


Coffee Shops

SIC: 5461

NAICS: 722213

Number of Businesses / Units: 18,500

See Also

- ▶ [Baskin-Robbins Ice Cream](#)
- ▶ [Ben & Jerry's](#)
- ▶ [Bresler's Ice Cream and Yogurt Shops](#)
- ▶ [Carvel Ice Cream Bakery](#)
- ▶ [Coffee Shops \(Specialty\)](#)

This U.S. industry comprises establishments primarily engaged in (1) preparing and/or serving a specialty snack, such as ice cream, frozen yogurt, cookies, or popcorn or (2) serving nonalcoholic beverages, such as coffee, juices, or sodas for consumption on or near the premises. These establishments may carry and sell a combination of snack, nonalcoholic beverage, and other related products (e.g., coffee beans, mugs, coffee makers) but generally promote and sell a unique snack or nonalcoholic beverage.

Rules of Thumb

4 times monthly sales plus inventory

40 to 45 percent of annual sales plus inventory

2 to 2.2 times SDE plus inventory

Expenses as a Percentage of Sales

▶ Cost Of Goods	28% to 32%
▶ Payroll/Labor Costs	20% to 25%
▶ Occupancy Costs	8% to 12%
▶ Profit (pretax)	16% to 20%

General Information

Note: Some years ago, coffee shop was another name for a restaurant that did not serve liquor and usually specialized in breakfast, lunch and other short-order items. A place like Denny's still is considered a coffee shop by many, but it really is a restaurant, in our opinion. Now, a coffee shop is just that—Starbucks, Peets, and similar establishments.
"Is all cash going in the cash register? Based on gross sales, every other number is predictable."

Additional Resources

Related Websites

- ▶ www.coffeeuniverse.com

Associations

- ▶ [Specialty Coffee Association of America](#)

[Terms of Use](#) | ©2008 Business Brokerage Press, Inc.

