

Good Things Brewing in Carmel Valley



Photo: Kelli Ullatt

Janet and Dean McAthie recently expanded the processing facility for Carmel Valley Coffee Roasting Company. The popular blends from CVCRC are available at many local restaurants.

As a result of the recent economic upheaval, many businesspeople have begrudgingly downsized and cut back. Not Dean and Janet McAthie: they expanded.

Though wholesale coffee prices were going through the roof, the McAthies relocated their Carmel Valley Coffee Roasting Company (CVCRC) processing facility to a larger warehouse in the mid-Valley shopping center it has occupied for last 16 years.

In May, the McAthies and crew moved into the new space, where all the coffee for their five coffeehouses plus their wholesale customers is roasted, packaged and prepped for delivery.

"We outgrew our existing space and this opportunity came along at the perfect time," Dean says. "It will allow us to widen the scope of our business, which includes roasting for various prestigious coffee estates in Guatemala and Tibet."

But the McAthies aren't stopping there. They have plans to grow their wholesale business, events division and online presence and to offer new

products in the coffeehouses they operate in Carmel and Monterey.

Not bad for a couple whose only previous experience with coffee before acquiring the company 10 years ago was with the beans they picked up at the market and brewed for themselves.

"We are looking to expand with the right strategic partners," says Janet. "We recently began serving a delicious new line of sweet and savory items, including gourmet sandwiches and wraps." These are created by local chef Dory Ford, owner of Aqua Terra Culinary.

CVCRC supplies organic coffee to 21 Larkspur Hotels and to local restaurants such as Rio Grill, Cannery Row Brewing Company and Restaurant 1833.

"We are grateful to be growing in new and exciting ways," Janet says.

Learn more at CarmelCoffeeRoasters.com. Also, look for "Bean Scene", an eNewsletter designed to appeal to coffee lovers that also contains information about what's going on around the Monterey Peninsula.

—John Francis