

## PEOPLE PROFILES

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### BRIELLE CLARK

[danecoffeeroasters.com](http://danecoffeeroasters.com)

Brielle Clark is the owner, head roaster and cafe manager at Dane Coffee in San Diego, California. Dane has been wholesale supplying cafes and boutique grocery stores for seven years.

“This is our first storefront,” Clark says. “It’s a labor of love!”

For new roasters who are just starting out, Clark has this advice: “Love what you do. Make mistakes. Keep sampling. Don’t just drink your coffee. Visit as many other roasters as you can.”

As part of her ritual while roasting, Clark often listens to ’60s bebop or early Jamaican reggae.

Clark cites passion and quality as the most rewarding aspects of working in coffee and, in her view, they are also the coffee industry’s greatest opportunities.

### TIO FALLEN

[threekeyscoffee.com](http://threekeyscoffee.com)

Tio Fallen is the owner and head roaster at Three Keys Coffee in Houston, Texas. Fallen founded Three Keys Coffee in 2019 to create an approachable, multi-sensory specialty coffee experience centered around jazz, art and ingenuity. He has been roasting for two and a half years on a variety of machines, including Three Keys’ current commercial roaster, a Giesen W6A.

“It should come as no surprise that I prefer to play jazz music while roasting,” says Fallen. “We curate jazz playlists to match each of our roasts so I usually play one of our own playlists while in the roastery, listening to legends such as Miles Davis, Duke Ellington, Dizzy Gillespie, Lee Morgan, and others.”

Fallen says that roasters have more opportunities now than ever—via direct e-commerce sales and social media—to connect directly with customers and promote high quality, specialty-grade coffee in an approachable and accessible way.

“We can have more of a hand in spreading awareness of origins, varietals, processing, brew-at-home methods, and generally help to expand the palates of everyday coffee consumers to include more specialty options,” says Fallen.



### EARL DELORITO

[dasgud.coffee](http://dasgud.coffee)

Earl Delorito is the owner and roaster at Das Gūd Coffee in La Mirada, California. Wearing many hats, he is also the social media manager, accountant and green buyer, among other roles. He has been roasting since 2017.

One piece of advice Delorito has for new roasters: “Get ready for a whole lot of trial and error. Cup every single day you’re at work. Take notes, and then do it blind afterward.”

To get ready for roasting, Delorito says, “I typically need some caffeine to start, otherwise I start to crash after the fourth or fifth batch.” And as for music, Delorito says, “I’ll usually listen to Jonathan Ogden, John Mark Pantana, some Chet Baker, classical music or folk. Or if I’m in a real good mood, I’ll listen to some psytrance.”

Delorito says the most rewarding part of working in the coffee industry has been making friends with his customers. “It’s just a lot more fun that way. Learning their hobbies, jobs, dreams, lives, etc. Then joining them!”

Looking to the future, Delorito wants to see how the coffee industry can bridge the gap between coffee and music, coffee and surfing, coffee and photography, and coffee and cars. “A lot of this is already happening, but it’s only getting more and more exciting as the years go on to see what else we can connect with coffee,” he says.

### CONOR NAUGHTON

[emraldspecialtycoffee.com](http://emraldspecialtycoffee.com)

Conor Naughton is a consultant for specialty coffee companies and roasteries, and the owner of a micro-roastery called Emerald Specialty Coffee in Guatemala City, Guatemala. He also works with coffee producers to improve coffee quality and help identify new markets for their coffee. He roasts on a machine he designed (not pictured), which was built in Guatemala.

“Implement a system for roasting your coffee,” says Naughton, as a word of advice to new roasters. “You need to have a standard system for roasting, including a standard batch size, warm-up protocol, and between-batch protocol with set temperatures, roasting standards for each profile and cooling/cleaning protocols. Tweak and adjust this system so that your roasts are consistent and each roast is repeatable.”

When it comes to his roasting ritual, Naughton likes to be prepared. “I warm up the roaster for about one hour and, in that time, I weigh out each batch for the day,” he says. “I like to roast in peace and try to stay very focused on the system. During the roast I follow Cropster, with little to no sampling of the trier. I don’t listen to any music, and I put my phone away for the duration of the roasting day.”

