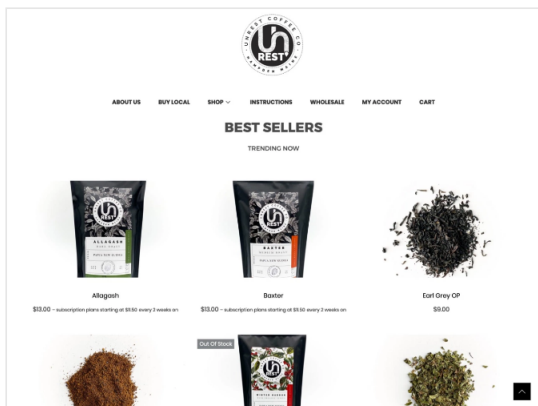




# SHOWCASE

REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

## Unrest Coffee



**Unrest Coffee** is a small-batch coffee roaster in Hampden, ME.

The business began in 2015 before Brian Keezer and his wife, Gretchen, took over in the spring of 2019. Now family-owned and operated, the Keezers freshly roast every order of **single-origin coffee** – from the dark roasted Allagash out of Papua New Guinea to the medium Chaga roast Blue Hill.

The couple doesn't currently have a brick and mortar retail space – “something we have always dreamt of” – but plans to open one in the future. “We’ve taken things up a notch with a new commercial roaster. Launching our website has allowed us to ship coffee all across the country,” explains Brian.

Online sales have been “a major contributor” to Unrest Coffee’s growth so far; they were primarily selling **wholesale coffee** to retail stores and cafés before venturing into eCommerce. “We’re [now] able to offer **coffee brewing equipment** and tea as well. It has allowed us some extra income to expand our operation.”

*“I went with WooCommerce because it has the flexibility to add whatever features my company needs when I need them.”*

Brian started with Weebly, but “really hated the lack of flexibility and the price tag involved with getting the features I wanted.” He moved the site over to WooCommerce in September 2019 and hasn’t looked back. “I went with WooCommerce because it has the flexibility to add whatever features my company needs when I need them. I don’t have to pay for a bunch of features I won’t use or don’t plan to use for years. WooCommerce is relatively easy to use, and the community of support out there makes it very approachable for any user-level.”

*“I liked how easily [WooCommerce Payments] integrated with the overall platform...I can see payments and where they are in the process of making it to my bank account, as well as the ease of issuing refunds if needed, all while staying in WordPress.”*

“When I first saw **WooCommerce Payments** as an option, I thought it just made sense to try out. I liked how easily it integrated with the overall platform and utilized Stripe, which I was already using as a gateway for my customers. I like how I can see payments and where they are in the process of making it to my bank account, as well as the ease of issuing refunds if needed, all while staying in WordPress.”

The most rewarding part of owning a business for Brian is seeing repeat customers come back again and again. “We believe good relationships are what keep the world turning, and coffee is a great way to connect with people,” he says.

What’s next for Unrest Coffee? “Our future is exciting because of the unknown,” grins Brian. He and Gretchen plan to continue growing the wholesale side of the business while putting more emphasis on **mail-order coffee subscriptions** via the website.

“My advice would be to believe in yourself and your product. Stay true to yourself and what makes your business unique.”

### EXTENSIONS USED

- Facebook for WooCommerce
- Jetpack
- Mailchimp for WooCommerce
- PDF Invoices
- QuickBooks Sync for WooCommerce
- TaxJar
- WooCommerce Memberships
- WooCommerce Payments
- WooCommerce Points and Rewards
- WooCommerce Social Login
- WooCommerce Subscriptions

### CATEGORY

Coffee

### COUNTRY

United States (US)

### VISIT WEBSITE

<https://unrestcoffee.com/>