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A Brewing Business

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It s one of the first things many of us reach for in the morning and the afternoon and into the night. However you look at it, Anchorage is a city of java junkies. That love for **coffee** has moved us into the national spotlight. Whether it is a morning cup of joe or an afternoon addiction, brewing **coffee** appears to be a lucrative business despite a record number of shops popping up around town.

From fueling the fire within to Mocha Motion , The Sweetest Bean appears to be in the **coffee** business.

"It's a lot of fun. I think the most fun is meeting people." Linda Vollertsen owns Terra Bella, a **coffee** stop on Benson.

She says her organic products provide her a special niche in the market and she'll need it.

If you've been to Seattle or San Francisco, you know that **coffee** is a way of life. But you may be surprised to find out Anchorage has the most **coffee** shops per capita."

The City of Flowers could be called the City of **Coffee** Shops with nearly three outlets per ten thousand people. That according to a market research firm that tracks how Americans eat. But business is not only about **coffee**, lattes, and mochas. It's also teas, cocoas, cinnamon rolls and biscotti.

Vollertsen has been open for just two months and expects to be in the red for a few years.

"Just to make your profit, you have a lot of money in it and I think it s just trial and error. Figuring out what works and what doesn't work. Building your customer base is very important too. "

She says customers are loyal to the stands and their **coffee**.

"I think fanatical would probably be a good word," Vollertsen laughs.

That will likely keep businesses brewing for years to come.

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