

# Cherrybean Coffee Company

*"Your Quality Hometown Coffee Roaster"*



A ribbon cutting and a "1st Dollar of Profit" was held for Reed & Hope Friese by the SEFP and Parker Development Corporation. Those present to hear all about the business includes (l to r) Mark Kasten, John McDonald, Curt Lukes, Nancy Larsen, Mark Joffer, Lisa Carlson, Duane Tieszen and Justin O'Keefe. Not shown is Mark Slade of the SBDC.

*Picture courtesy of SE Electric Cooperative Inc.*

**COMPANY:** Cherrybean Coffee Company

**OWNER:** Reed & Hope Friese

**LOCATION:** Parker

**PHONE/WEBSITE:** (605) 297-1234 / [www.cherrybean.net](http://www.cherrybean.net)

**NUMBER OF JOBS:** 5

**BACKGROUND:** The Friese family moved to Parker this year to raise their family in a smaller community. The Friese's decided to turn their passion for cafe's and coffee into a business. Reed Friese has twelve years of management experience and Hope has worked in the food service industry for several years. Cherrybean Coffee Co. will operate a coffee and pastry cafe in Parker, sell retail freshly roasted coffee beans online, and secure wholesale whole bean coffee accounts in the surrounding areas.

**ASSISTANCE REQUESTED:** Business Planning

**RESULTS:** A new business

**QUOTABLE:** *"The SEFP enabled me to put all of my dreams for my business on paper in an organized fashion. The market research was especially impressive to me because I never knew so much information was out there for the viewing. The assistance I received with my business plan was much more than I ever expected and I assure you that I don't get to say that very often. Thank you SEFP & SBDC."*