

From a day-to-day perspective, it's very comforting to know I can pick up the phone and get my professionals at SVA to answer with dispatch and with accuracy, the questions that we need to have answered on a regular basis. We were originally founded as El Terra coffee, but some years ago we had the opportunity to sell that brand and that led to the name change to Colectivo Coffee. It was a tremendous opportunity for the organization, and actually SVA was able to add a tremendous amount of value in that equation by some effective accounting practices and skills that we certainly don't have internally. Colectivo is really about community. It's about the community, people that we have here in the community that participates with us and our businesses. It's about quality, it's about the artisan craftsmanship that we bring to the crafting of our coffee, to the crafting of our bakery and food products, and it's about the environments that we create that make people comfortable when they come to our facilities. Colectivo's really made up of three different divisions. There's 13 different retail locations in Milwaukee and Madison. There's our bakery facility which creates all the baked product that our cafes sell and in addition to the food products. And then there's the wholesale side of the coffee business which in addition to obviously supplying our cafes, supplies cafes and restaurants from grocery stores and institutional accounts both in Wisconsin and across the United States.

One of the things we really value about working with SVA is the ability to sit down and on an annual or semiannual basis, review exactly what is going on with our business. SVA brings different insight into what we do. We certainly are entrepreneurial here at Colectivo, but it's really nice to have somebody that can bring business discipline to the table. And have us take a fresh look at how we're doing and perhaps see our business with a different set of eyes. At Colectivo, the ownership here has a lot of talents but deep financial knowledge and ability to creatively approach their, our expense structure is not one of them. SVA was able to bring real value to the table. After we constructed this facility here on Humboldt, the suggestion was made that we do a cost segregation analysis. Those were foreign terms to us, but the result was a hundred thousand dollars in our pocket.

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