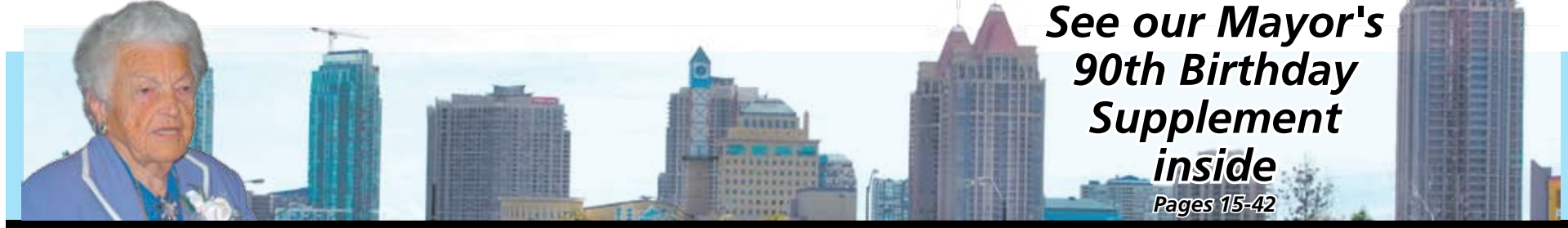


Business Times



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Success is not a tough grind

Muldoons' cup runneth over as coffee firm finds its niche in very competitive market

BY RICK DRENNAN

The Muldoon Brothers (Jim and Shaun) are to coffee what the Coen Brothers (Joel and Ethan) are to the movie industry: smart, successful, irreverent, determined, artsy, and entertaining.

While the Coens have an extensive body of work, untold millions in the bank, and an academy award (No Country for Old Men) under their belts, the Muldoons have something better: their own product line.

Muldoon's Own is a brew like no other. If Tim Hortons offers up a Ford Escort, then Muldoon's Own Hand Roasted Coffee is a Mercedes-Benz CLS-Class.

I know. I've tasted one.

The company's business model is brilliant in its simplicity: excellent products, over-the-top service, and a determination to never stop improving.

When a coffee brand carries the family name, the Brothers Muldoon simply must

strive for perfection.

Jim Jr., says once a client sees, tastes, and luxuriates in the service "then we have them for life."

There are hundreds of ways to brew up a healthy profit in the coffee business, but the Muldoons have chosen the corporate route — sending their products, trucks, and follow-up people right to the top firms in Ontario, to places like the Mississauga Golf Club, Ruth's Chris Steakhouse and other Fortune 500 companies.

A Muldoon's client could have from 30 to 1,000 employees.

The Muldoons come by their business acumen honestly. Their father, Jim Sr., began a vending service business in his native Glasgow in the early 1970s. The family relocated to Canada shortly after those tumultuous economic times, and the vending business quickly morphed into Carefree Coffee. The sons were visiting a coffee shop in Toronto's tony Yorkville district when they decided they could do better. A game plan was quickly hatched and six plastic coffee machines filled up the basement of their home in Brampton.

Carefree Coffee morphed into Muldoon's Own and has grown into a major player at its present site on Timberlea Boulevard.

With Jim Jr. selling, and Shaun running the shop, business has multiplied. Its double digit workforce is both dedicated and loyal, and Muldoon's Own is quenching a huge thirst for top-flight coffee at businesses all over the GTA.

Picking off customers one at a time, then servicing them to the hilt, is paying off. The company just opened up a new retail store at the Timberlea facility, serving up fresh roasted coffee, a ton of other products (K-cups), and every coffee-related hardware imaginable.

If you think the java business is for the beans, or simply dominated by Tim Hortons, Starbucks, Second Cup and all the other retail operations, think again. There's a huge drive for corporate clients, and the Muldoon boys are at the forefront in gaining customers.

"I really think people forget what fresh coffee tastes like," says Jim Jr.

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Jim Jr. (L) and Shaun Muldoon of Muldoon's Own Authentic Coffee in Mississauga, as Chief Roaster Alex Rajezky finishes off an order.
Photo by Stephen Uhraney

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