

NFBP Brilliance in Business Awards 2019

The 49 Award
for Entrepreneurship

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Tim Wookey (amamus)



Tim started his business, amamus, in 2016 and in 2018 quit his role as Managing Director of a major care company to focus solely on creating a sustainable, profitable and innovative coffee company.

The business focuses on creating bespoke coffee for companies that precisely meet their needs. Clients to date for this service include Lester Aldridge LLP, American Investment Bank and Wave 105. Each coffee is primarily branded under the business' own logo giving them an increased sense of ownership for the product which has been created on their behalf.

They only supply speciality coffee and the very best machines, adding considerably to the overall value. amamus have partnerships with independent roasters but have more recently launched their own bean to cup super-premium coffee brand called Midnight Blue.

From the outset the business recruited highly-qualified partners and investors in a Chairman and a Financial Director to drive growth. A highly skilled General Manager, responsible for operations was also recruited.

Marketing and promotion has been a strong focus for amamus with notable investment in LinkedIn allowing the business to connect effectively with the corporate world.

The business has a strong ethical base where farmers are paid a fair price for their crop but the beans must also pass stringent quality tests when tested by independent experts.

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