

Coverage Gap Mapper

medium confidence · Grounded in 21 sources · 27 Jul 2026

BOTTOM LINE

Fernwood Coffee Roasters exhibits strong regional market coverage within British Columbia, particularly in Victoria and Vancouver, underpinned by a solid reputation for quality and deep engagement in the specialty coffee community. However, its visibility appears concentrated regionally, indicating significant unaddressed coverage gaps in national and international wholesale markets, as well as broader online retail presence.

REGIONAL COVERAGE

Strong

Dominant in BC (Victoria, Vancouver Island, Vancouver) for retail and wholesale

BRAND REPUTATION

High Quality

Accolades, barista championships, direct trade, community engagement

GROWTH OPPORTUNITY

National Wholesale/Online

Limited documented reach beyond BC suggests untapped markets

WHAT MATTERS

- Robust local and regional presence in British Columbia, driven by retail and wholesale success.
- Strong brand reputation built on quality, community engagement, and competitive achievements.
- Significant potential for growth in national wholesale and online retail channels, currently representing 'dead zones' for coverage.

RECOMMENDED ACTIONS

- Prioritize a strategic expansion plan for wholesale operations beyond British Columbia, identifying and targeting key national distribution hubs.
- Invest in enhancing digital presence, exploring partnerships with national e-commerce platforms to improve online retail reach.
- Conduct a comprehensive competitive analysis to benchmark current coverage and identify specific channels where key rivals are outperforming.

DEAD ZONES

AREA

National/International Wholesale Geographic Reach

FINDING

While Fernwood has a strong wholesale presence in British Columbia, the available material does not detail its reach or specific partnerships outside of BC within Canada or internationally. This represents a potential visibility gap for national or global B2B opportunities.

SEVERITY

High

scoutmagazine.ca

fernwoodcoffee.com

AREA

Specific Online Retail Presence (beyond own site)

FINDING

The brand's online retail presence is primarily implied through its own website and the mention of Hasty Coffee for instant offerings. There is no specific information regarding distribution through broader national or international e-commerce platforms or specialty coffee marketplaces.

SEVERITY

Medium

[Fernwood Coffee Company | Victoria, BC Canada](#)

fernwoodcoffee.com

AREA

Comparative Market Share and Competitor Benchmarking

FINDING

The provided information focuses solely on Fernwood Coffee Roasters without offering data on its market share relative to competitors or how its coverage compares directly to rival specialty coffee roasters. This makes it difficult to assess competitive coverage gaps.

SEVERITY

High

COVERAGE SCORE

PRIORITY FIXES

FIX

Develop a targeted strategy for wholesale expansion into key Canadian metropolitan areas beyond British Columbia, leveraging existing success stories and tailored partnership models.

EFFORT

High

IMPACT

High

GAP TYPE

Presence

scoutmagazine.ca

fernwoodcoffee.com

EXPECTED GAIN

Increased national market penetration and diversified revenue streams, particularly within the 60-70% wholesale segment of the business.

FIX

Enhance visibility on national specialty coffee e-commerce platforms and consider strategic partnerships with online retailers to broaden direct-to-consumer reach across Canada.

EFFORT

Medium

IMPACT

Medium

GAP TYPE

Presence

[Fernwood Coffee Company | Victoria, BC Canada](#)

fernwoodcoffee.com

EXPECTED GAIN

Expanded customer base outside of primary regional distribution channels and improved national brand recognition.

FIX

Conduct a competitive analysis of key national specialty coffee roasters to identify specific coverage channels (e.g., industry publications, events, online communities) where Fernwood's presence, depth, or freshness might be lagging.

EFFORT

Medium

IMPACT

High

GAP TYPE

Quality

EXPECTED GAIN

Data-driven insights for optimizing marketing and outreach efforts, ensuring competitive visibility and strategic resource allocation.

COVERAGE FACTORS

DEPTH**SCORE**

90

[Fernwood Coffee - About Us](#)

fernwoodcoffee.com

capitaldaily.ca

JUSTIFICATION

The brand provides substantive coverage, detailing specific product lines (Fairtrade/organic blends, single-origin coffees), wholesale support mechanisms (roasted-to-order, shipping, equipment), and sourcing practices (direct trade with a Brazilian farm, specific roasting equipment). Accolades like 'Best Workplace' and team successes in barista championships, along with co-owner Ben Cram's judging roles, underscore a rich narrative beyond basic listings. Community engagement initiatives, with specific beneficiaries, further enhance depth.

PRESENCE**SCORE**

75

[Fernwood Coffee - About Us](#)

[Fernwood Coffee Company | Victoria, BC Canada](#)

scoutmagazine.ca

JUSTIFICATION

Fernwood Coffee Roasters demonstrates strong local presence in Victoria, BC, through its flagship cafe and wide availability in Vancouver Island grocery stores, with a notable presence also in Vancouver. Their significant wholesale operations (60-70% of revenue) and team members' participation in national/international barista events further establish their industry footprint, although direct market reach outside of British Columbia is not extensively detailed. Their representation at TED in Vancouver also highlights regional visibility.

FRESHNESS**SCORE**

90

capitaldaily.ca

JUSTIFICATION

Recent activity is highly visible, with community support initiatives highlighted in December 2023, a team member participating as a sensory judge at the Canadian Barista Championships in March 2024, and the

company representing at TED in Vancouver in 2024. This indicates ongoing and current engagement.

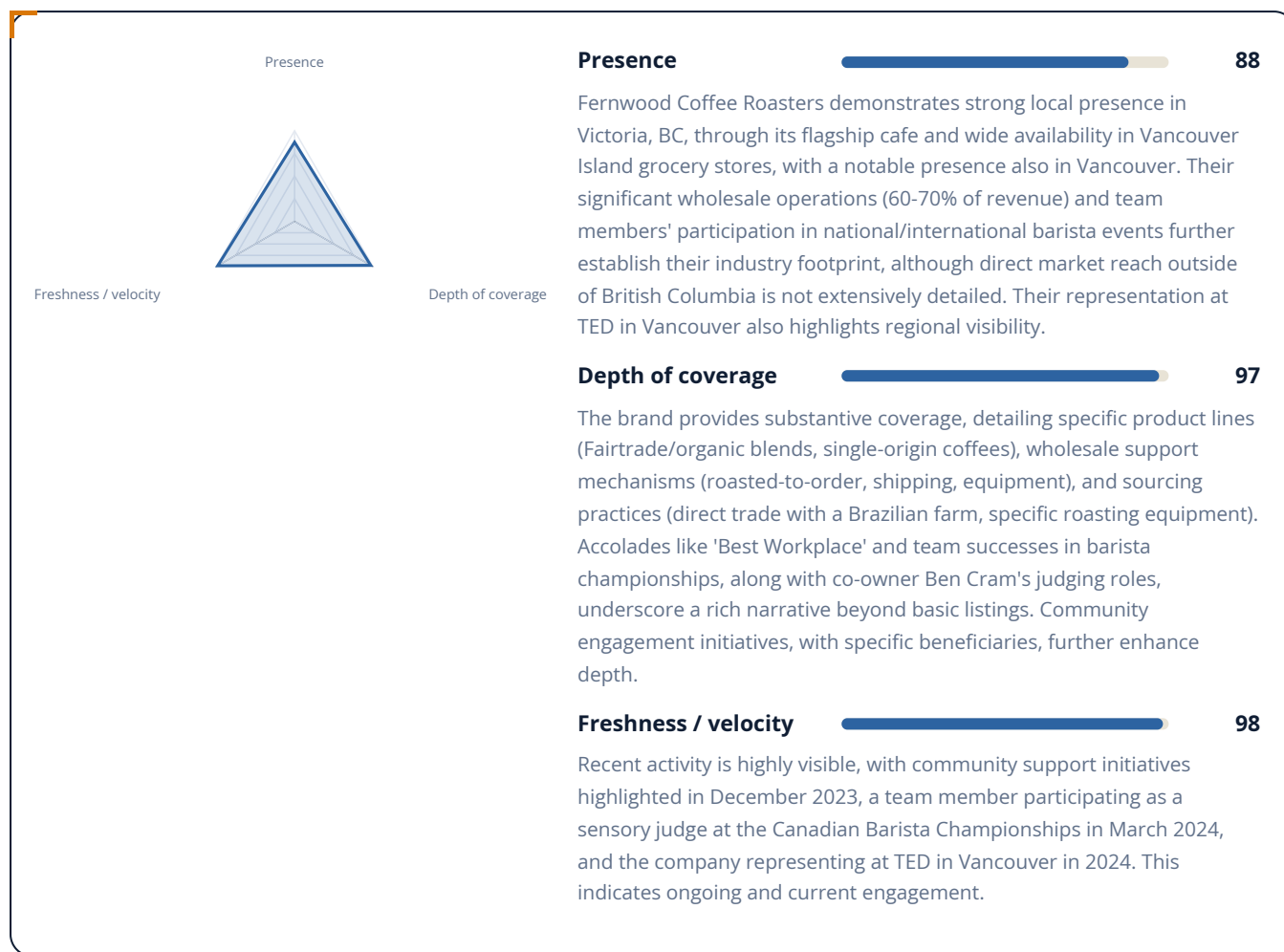
TIMELINE

- **1989:** Original Parsonage Cafe established.
- **2006:** Fernwood Coffee Roasters began.
- **2007:** Fernwood Coffee Roasters formally founded by Ben Cram and Terra Ogawa.
- **2010:** Fernwood team member won the Canadian Barista Championship.
- **2012:** Fernwood team member achieved 2nd place in the Western Canadian Barista Championship.
- **2013:** Fernwood team member achieved 2nd place in the Western Canadian Barista Championship.
- **2014:** Co-owner Ben Cram served as a Sensory Judge for the United States Barista Championship.
- **2015:** Co-owner Ben Cram served as a Sensory Judge for the World Barista Championship.
- **circa 2017:** Began direct trade relationship with a coffee farm in Brazil.
- **2019:** Recognized as 'Best Workplace' by the Victoria Chamber of Commerce.
- **2020:** Direct trade relationship with Brazilian farm disrupted by the pandemic.
- **May 2021:** Wholesale business accounted for approximately 60% to 70% of revenue.
- **December 2023:** Celebrated 17 years in business and highlighted ongoing community partnerships and donations.
- **March 2024:** Fernwood Coffee team member participated as a sensory judge at the Canadian Barista Championships in Montreal.
- **2024:** Fernwood Coffee Company represented at TED in Vancouver, serving coffee to attendees.

BIGGER PICTURE — KNOCK-ON EFFECTS

- **Social:** Fernwood's ongoing donations to Raincoast, Habitat for Humanity, and the Victoria Women's Transition House contribute to environmental conservation, affordable housing, and support for vulnerable individuals in coastal British Columbia, demonstrating a tangible positive social impact beyond its direct business operations.

SCORE BREAKDOWN



GAPS / WHAT WE COULD NOT DETERMINE

- Specific market share data or competitive positioning against other specialty coffee roasters in Canada.
- Detailed metrics on online engagement, social media reach, or website traffic.
- Customer demographics or psychographics for retail and wholesale segments beyond job titles.
- Information on marketing spend or strategies beyond community partnerships and event participation.
- Quantitative data on the total number of wholesale partners or grocery store distribution points outside of general regional mentions.
- Direct feedback or reviews from wholesale partners or consumers that could further inform depth and quality of coverage.

ASSUMPTIONS MADE

- The primary business focus remains on the Canadian market, specifically British Columbia, for direct operations and expansion, as this is where its current market presence is detailed.
- The provided source material offers a comprehensive self-assessment of Fernwood Coffee Roasters' market presence, coverage, and recent activities from their perspective.

AMBIGUITIES

- The precise geographic boundaries of 'Vancouver Island' and 'Vancouver, British Columbia' presence for grocery store availability and notable presence, respectively, are clear, but the scale relative to national market coverage is not specified.
- While wholesale clients are broadly categorized (baristas, chefs, cafe owners, etc.), the exact number or geographic distribution of these clients beyond BC is not quantified, leading to ambiguity regarding the full extent of their wholesale network.

SOURCES

1. Specialty Coffee Market Research Report 2034	12. roastersmap.ca
2. Fernwood Coffee - About Us	13. fernwoodcoffee.com
3. The UK coffee market and its impact on the economy	14. capitaldaily.ca
4. Learn About Coffee – Fernwood Coffee	15. capitaldaily.ca
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