

# HOW TO REWARD YOUR LOYAL BUYERS

## WITH A PRIVATE OFFER



**Your cost to sell to the same roasters goes down after the third year, giving you flexibility to reward them.**

**Identify which roasters can get an offer without the Matchmaking fee.**

**They get a better price and your FOB remains the same**

[What is the Matchmaking fee?](#)

You can reward customer loyalty on Algrano by creating private offers. And this won't affect your margin, because it's your cost to sell that decreases. That's because we don't charge any service fee after you've been selling to the same roaster for 3 years. But we do charge a fee for sales to new roasters. So, if you only list one public offer for everyone, how should you price it? With the Matchmaking fee or without?



## **Passing on the fee vs absorbing it**

Some producers choose to absorb the fee into their FOB price. In this case, you don't need to do anything different. Make your public offers as usual and that's it.

However, if you add the cost on top of your FOB price, your older and loyal buyers will end up paying more than they have to. You can avoid that easily, keeping these customers happy.

**A**

Customers [Learn about matchmaking fee](#)

Search by roastery name

All roasters Last sample order Last contract

| ROASTER                             | SAMPLES ORDERED                | CONTRACTS                       | LIFETIME VOLUME                  | TOTAL FOB VALUE                         | MATCHMAKING FEE                    |     |
|-------------------------------------|--------------------------------|---------------------------------|----------------------------------|-----------------------------------------|------------------------------------|-----|
| ☆ <a href="#">View relationship</a> | 0<br>Last order N/A            | 2<br>Last order August 17, 2026 | 132 K kg<br>Avg. Order 660 kg    | \$12.2 K USD<br>Avg. FOB \$9.26 USD/kg  | Yes<br>Until November 24, 2028     | ... |
| ☆ <a href="#">View relationship</a> | 10<br>Last order May 29, 2025  | 3<br>Last order August 17, 2026 | 360 kg<br>Avg. Order 120 kg      | \$417 K USD<br>Avg. FOB \$11.58 USD/kg  | No<br>Free since August 10, 2026   | ... |
| ☆ <a href="#">View relationship</a> | 6<br>Last order July 15, 2026  | 1<br>Last order July 16, 2026   | 60 kg<br>Avg. Order 60 kg        | \$755.99 USD<br>Avg. FOB \$12.60 USD/kg | Yes<br>Until July 16, 2029         | ... |
| ☆ <a href="#">View relationship</a> | 22<br>Last order June 12, 2026 | 7<br>Last order July 16, 2026   | 6.9 K kg<br>Avg. Order 985.71 kg | \$63.2 K USD<br>Avg. FOB \$9.16 USD/kg  | No<br>Free since June 30, 2025     | ... |
| ☆ <a href="#">View relationship</a> | 6<br>Last order June 05, 2026  | 1<br>Last order July 14, 2026   | 180 kg<br>Avg. Order 180 kg      | \$2.26 K USD<br>Avg. FOB \$12.55 USD/kg | Yes<br>Until July 14, 2029         | ... |
| ☆ <a href="#">View relationship</a> | 5<br>Last order June 21, 2026  | 4<br>Last order July 12, 2026   | 840 kg<br>Avg. Order 210 kg      | \$712 K USD<br>Avg. FOB \$8.47 USD/kg   | No<br>Free since November 08, 2024 | ... |
| ☆ <a href="#">View relationship</a> | 22<br>Last order June 23, 2026 | 12<br>Last order July 12, 2026  | 7.56 K kg<br>Avg. Order 630 kg   | \$78.5 K USD<br>Avg. FOB \$10.39 USD/kg | No<br>Free since August 03, 2023   | ... |
| ☆ <a href="#">View relationship</a> | 18<br>Last order June 12, 2025 | 10<br>Last order July 10, 2026  | 6.96 K kg<br>Avg. Order 696 kg   | \$70 K USD<br>Avg. FOB \$10.06 USD/kg   | No<br>Free since June 30, 2025     | ... |
| ☆ <a href="#">View relationship</a> | 7<br>Last order June 13, 2024  | 7<br>Last order July 08, 2026   | 720 kg<br>Avg. Order 102.86 kg   | \$755 K USD<br>Avg. FOB \$10.49 USD/kg  | Yes<br>Until September 16, 2026    | ... |
| ☆ <a href="#">View relationship</a> | 15<br>Last order June 01, 2026 | 5<br>Last order July 08, 2026   | 18 K kg<br>Avg. Order 3.6 K kg   | \$184 K USD<br>Avg. FOB \$10.20 USD/kg  | No<br>Free since July 14, 2025     | ... |
| ☆ <a href="#">View relationship</a> | 20<br>Last order May 28, 2025  | 11<br>Last order July 08, 2026  | 168 K kg<br>Avg. Order 152.73 kg | \$16.7 K USD<br>Avg. FOB \$9.93 USD/kg  | No<br>Free since July 25, 2023     | ... |

|                                |                                         |                                    |     |
|--------------------------------|-----------------------------------------|------------------------------------|-----|
| 180 kg<br>Avg. Order 180 kg    | \$2.26 K USD<br>Avg. FOB \$12.55 USD/kg | Yes<br>Until July 14, 2029         | ... |
| 840 kg<br>Avg. Order 210 kg    | \$7.12 K USD<br>Avg. FOB \$8.47 USD/kg  | No<br>Free since November 08, 2024 | ... |
| 7.56 K kg<br>Avg. Order 630 kg | \$78.5 K USD<br>Avg. FOB \$10.39 USD/kg | No<br>Free since August 03, 2023   | ... |
| 6.96 K kg<br>Avg. Order 696 kg | \$70 K USD<br>Avg. FOB \$10.06 USD/kg   | No<br>Free since June 30, 2025     | ... |

## Cheaper for them, the same value for you

The best solution to reward your recurring customers is to separate your acquisition offer, listed publicly on the marketplace, from your loyalty offer, which is private.

We created this to reward relationships, making it cheaper for loyal roasters to buy from you without affecting the value you get from the sale.

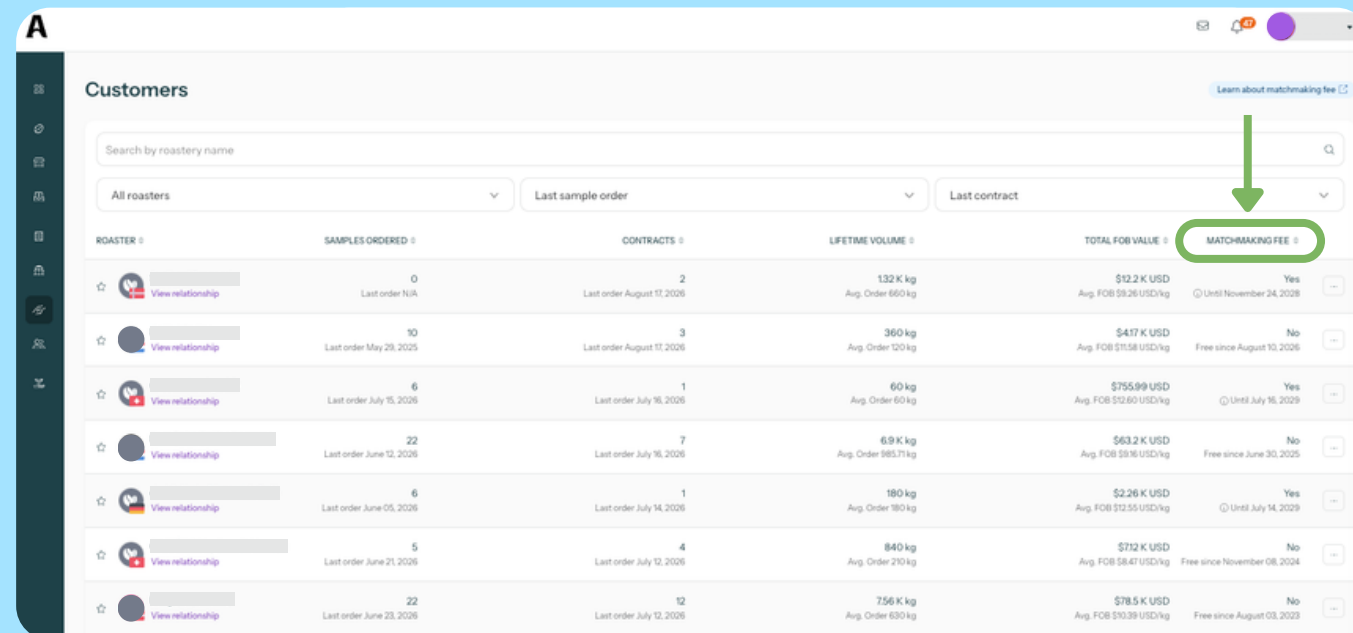
If you have many buyers, it's hard to keep track of how long they've been buying from you. So how do you find out for which sales you won't get charged?

The information is all on your CRM. The last column of your Customers page says if the Matchmaking fee applies to the next sale you'll make to the roaster or not.

# STEP BY STEP

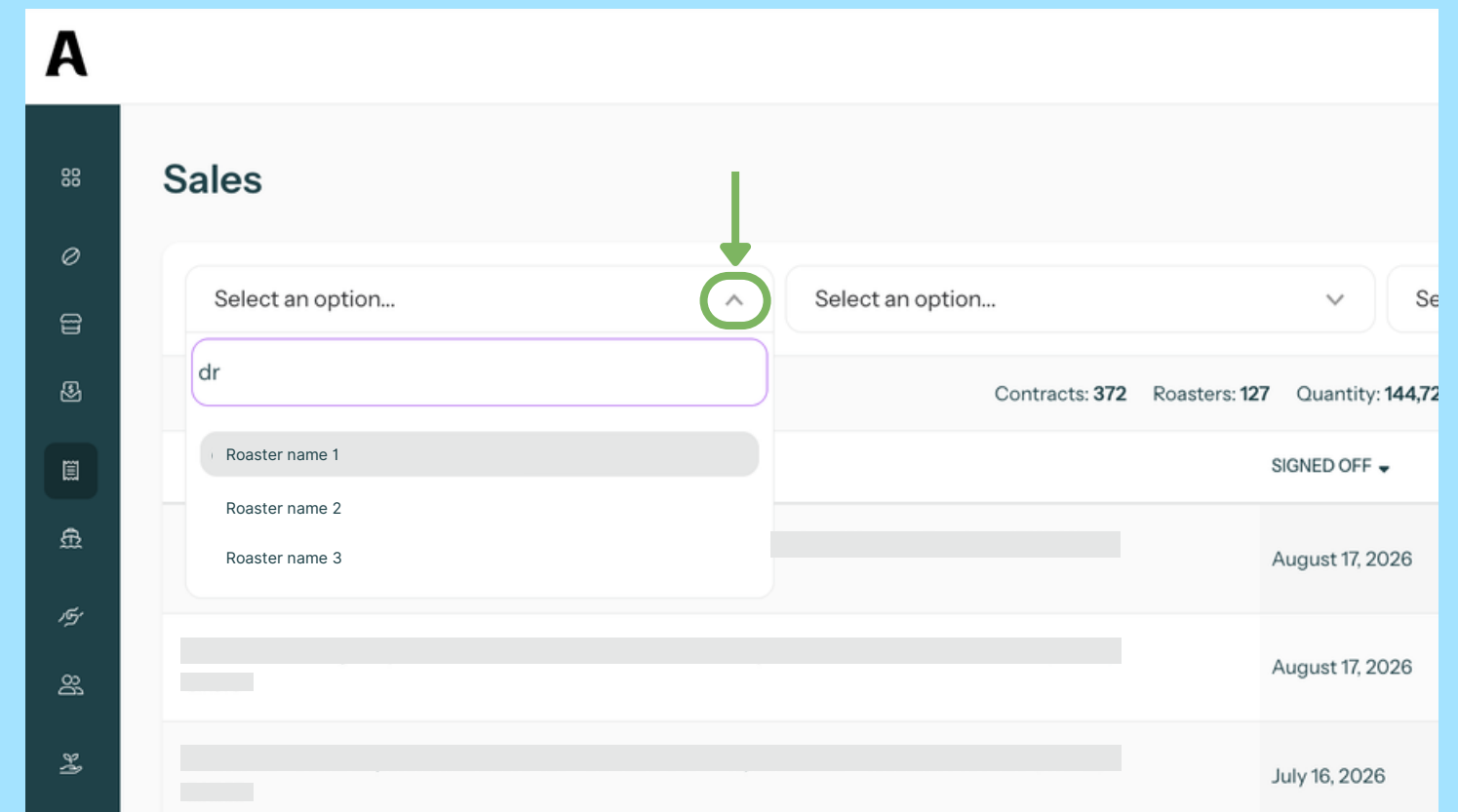
If you're coming to your new season, follow the step by step to find out when private offers are needed:

1. Open your **Customers tab** and click the arrow next to **"Matchmaking fee"**. This will reorganise the table, bringing all the 3+ years roasters to the top. You'll be able to see all the roasters you can **sell to for free**. You should create private offers for them.



| ROASTER           | SAMPLES ORDERED                | CONTRACTS                       | LIFETIME VOLUME                 | TOTAL FOB VALUE                         | MATCHMAKING FEE                    |
|-------------------|--------------------------------|---------------------------------|---------------------------------|-----------------------------------------|------------------------------------|
| View relationship | 0<br>Last order N/A            | 2<br>Last order August 11, 2026 | 132 K kg<br>Avg. Order 660 kg   | \$12.2 K USD<br>Avg. FOB \$9.26 USD/kg  | Yes<br>Until November 24, 2026     |
| View relationship | 10<br>Last order May 29, 2026  | 3<br>Last order August 11, 2026 | 360 kg<br>Avg. Order 120 kg     | \$417 K USD<br>Avg. FOB \$11.58 USD/kg  | No<br>Free since August 10, 2026   |
| View relationship | 6<br>Last order July 15, 2026  | 1<br>Last order July 16, 2026   | 60 kg<br>Avg. Order 60 kg       | \$755.99 USD<br>Avg. FOB \$12.60 USD/kg | Yes<br>Until July 16, 2029         |
| View relationship | 22<br>Last order June 12, 2026 | 7<br>Last order July 16, 2026   | 69 K kg<br>Avg. Order 985.71 kg | \$63.2 K USD<br>Avg. FOB \$9.16 USD/kg  | No<br>Free since June 30, 2026     |
| View relationship | 6<br>Last order June 05, 2026  | 1<br>Last order July 14, 2026   | 180 kg<br>Avg. Order 180 kg     | \$226 K USD<br>Avg. FOB \$12.55 USD/kg  | Yes<br>Until July 14, 2029         |
| View relationship | 5<br>Last order June 21, 2026  | 4<br>Last order July 12, 2026   | 840 kg<br>Avg. Order 210 kg     | \$712 K USD<br>Avg. FOB \$8.47 USD/kg   | No<br>Free since November 08, 2024 |
| View relationship | 22<br>Last order June 23, 2026 | 12<br>Last order July 12, 2026  | 756 K kg<br>Avg. Order 630 kg   | \$78.5 K USD<br>Avg. FOB \$10.39 USD/kg | No<br>Free since August 03, 2023   |

2. Open your **Sales page** on another tab. Click on the first dropdown menu on the top left and select the name of the roaster you want to create a private offer for. You'll see what coffee(s) they bought, the volume and the bag size.



**A**

Sales

Select an option... 

dr

Roaster name 1

Roaster name 2

Roaster name 3

Contracts: 372 Roasters: 127 Quantity: 144,72

SIGNED OFF

August 17, 2026

August 17, 2026

July 16, 2026

- 
- 3.** **Make a list** of all the roasters and the coffees they bought. Write down the coffee lot ID as well as the lot name. Add up the total volume for each lot.
  - 4.** Go to your **Coffees page**, find the **coffee lot ID** your roaster bought and click on it. You'll be taken to the lot detail page, from where you can create a new offer.
  - 5.** Create the offer as you normally would. When you get to the Pricing configuration stage, **don't add the Matchmaking fee** on top of your FOB price. At the bottom of the page, select "Private" to hide the offer.
  - 6.** Copy the offer link and **send it to the roaster**. You can share the offer via the platform or email.

Set price for Conventional

Farm gate price \*

9.35

USD/kg

Includes transport to exporter + domestic sale taxes.

+

Export costs \*

3.2

USD/kg

Enter the cost your exporter charges to get your coffee to port. Confirm with them.

=

FOB price \*

12.55

USD/kg

Tip: 7.5 USD - 13.0 USD/kg FOB — recent Conventional coffees from Rwanda on Algrano. Learn more

Matchmaking fees are now deducted from the FOB

Details

| FEE                                                                | NET PAYOUT                       |
|--------------------------------------------------------------------|----------------------------------|
| With matchmaking                                                   |                                  |
| <div>↳ Under 18 tons</div> <div>Lifetime volume with roaster</div> | \$12.1100 USD / kg               |
| <div>↳ Over 18 tons</div> <div>Lifetime volume with roaster</div>  | \$12.3300 USD / kg               |
| Without matchmaking                                                | \$12.5500 USD / kg               |
|                                                                    | <a href="#">Manage customers</a> |

VOLUME DISCOUNTS

Close

Save

## What if many roasters bought the same coffee?

If you have many old customers who buy the same coffee, you can simply create **one private offer and share the same link with everyone**. The offer should have enough volume to cover the needs of all roasters.

If a roaster decides to book more volume than expected, you can always add more by editing the inventory linked to that offer.

The only reason to have more than one offer per roaster is if you want to give them different FOB prices. Or, maybe, if you offer the same coffee in different bag sizes (for example, some roasters buy 35kg bags and others, 70kg bags).

## What if the roaster wants to buy a new coffee?

The Matchmaking fee is applied to the relationship, not the coffee. The transaction is still free for you if the roaster is trying something new.

