

# California



## Meet the seller



FELLOW

Jake Miller

Fellow

San Francisco, CA



Scan to visit the seller's storefront

Fellow, an at-home brewing company, is a success story fueled by the lifelong dream of its founder and CEO Jake Miller. Miller wanted to build a business that combined his love of coffee with product design, while also creating jobs for his community. Ten years later, he's achieved that goal, growing the company from 10 employees to 100, many of whom are based locally in San Francisco.

As Miller explained, "We had built a prototype of our first product. It was the Duo Coffee Steeper, and enough people were excited about the product for us to say, 'You know what? Let's turn that job down and live off of Ramen noodles' for what ended up being the next two or three years." Despite the challenges, Miller remained focused on the future and on success.

Fellow's unique go-to-market strategy relied heavily on their Amazon store. As Miller said, "We wanted to reach our customers, [and] our customers wanted to buy there." This partnership has played a big part in Fellow's growth, enabling them to "reach audiences that aren't familiar with our brand, so people who aren't necessarily coffee nerds or coffee aficionados."

Madeline Dillashaw, Fellow's Amazon Global Manager, highlighted the benefits of this collaboration, noting that Amazon reviews provide "a direct line of communication with our customers," allowing them to gain valuable product insights. Additionally, Fulfillment by Amazon (FBA) allows Fellow to "really focus on growth on the channel and merchandising the product, so that it's approachable to the customer and we can really tell the brand story, instead of spending all of our time shipping product across the country."

As Miller said, "Amazon makes it really easy," and as Fellow expands to Europe and Asia, he believes Amazon will be a key partner for the company's future. "What's so fun to me and the team, is that I think we're just getting started. I think the next 10 years are going to be even more exciting than the first."

### Independent Sellers

77,000

There are more than 77,000 independent sellers in California selling in Amazon's store.

### Average Annual Sales

\$290,000

In California, average annual sales per independent seller was more than \$290,000.

### Items Sold

715 million

Independent sellers in California sold more than 715 million items in 2023.

