

Dazbog Coffee Is a Gift From the Gods

By [Barbara Rolek](#), About.com Guide March 31, 2012



Dazbog Coffee
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Dazbog Coffee is a gift from the gods. And, in Russian, **dazbog** means "god of richness." And when the first letter is capitalized, it becomes Leo and Tony Yuffa's brand of coffee.

Anatoly (now Tony) and Leonid (now Leo) Yuffa and their family fled St. Petersburg, Russia, in 1979 to come to America (Boulder, Colo., to be exact) for a better opportunity. Along with their wishes for a new life, they brought Old World work ethics and craftsmanship. While tea drinking is the norm in Russia, rich, flavorful, slow-roasted coffee is not unknown. The brothers say they wanted to recapture the tradition and memories of family tea time by transferring those experiences to coffee.



Leo and Tony Yuffa at the coffee roasting facility of Dazbog Coffee
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Dazbog was founded in 1996 in Denver, Colo., by the Yuffa brothers. After graduating from college in 1992, Leo thought he'd try his hand at coffee shop entrepreneurship. Instead, he started importing espresso equipment. They began roasting coffee beans in May 1996 and the rest, as they say, is history.

They import Arabica beans from coffee estates in South America, Africa, Central America and Indonesia to use in their special blends and varietals (single origin) coffees available ground or in whole beans and in decafs, flavored and organic. In addition to brick-and-mortar coffee shops, they have their own roasting facility in Denver.

Tony is the company's CEO and Leo is the master roaster and coffee buyer, who oversees every nuance of the coffees, sampling from hundreds of farms around the world before selecting what he considers to be the best estate and plantation beans. Then, under his supervision, the beans are slow roasted in small batches using traditional methods to preserve their character.



KGBlend Dazbog Coffee

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The brothers' quirky personalities are evident in the clever names of their coffees - White Nights Espresso is named for the summer days in Leningrad when the sun never sets. The Hermitage, once home to the czars and now a world-renowned museum, is the namesake of their Hermitage House Blend, a fine medium-roasted coffee that appeals to a wide variety of tastes. Then there's the KGBlend, the Babushka decaf blend, the Russian Roulette and more.



Dazbog Tea

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Dazbog also offers specialty loose-leaf teas selected for their international origins and their natural flavor combinations and ranging from black, green, jasmine, peppermint, fruit to white Earl Grey.

The Yuffa brothers have participated in several food shows, including the recent 2012 Winter Fancy Food Show in San Francisco and the Natural Foods Expo West in Anaheim, Calif., and will strut their stuff at the upcoming National Restaurant Association Show in May in Chicago.

I can attest to Dazbog Coffee's rich flavor. It's not too dark, not too light, not too strong, not too weak. Uh oh, I'm starting to sound like Goldilocks! Well, Dazbog would please even her picky nature. It's available at more than 30 franchise **Dazbog shops** throughout Colorado, Wyoming, California and Illinois, online and from **specialty markets** across the country. The website provides **grinding and brewing instructions** that are invaluable no matter whose coffee you're using! Dazbog Coffee gets two enthusiastic **das** from me!