

Dazbog Coffee  
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# DAZBOG COFFEE

It was more than a decade ago when Leo and Tony Yuffa ventured into the wholesale coffee procuring and roasting business with the opening of Dazbog Coffee, which, literally translated, means the “god of richness.”

By Kathy Smith





Today, their well-established brand name and dedicated passion have allowed them to move into franchising retail stores. Of their franchisees, Leo says, "These people are family to us and we're very selective in who runs the retail operations. We want them to succeed, and so we work with the right people with the right passion and vision."

That vision is a model of determination and devotion, which is implemented every day for the duo. Tony explains, "We know there are two things that need to coexist—passion for the beverage and a constant dedication to the customer." To say they live and breathe coffee is an understatement, but wearing it as well? "We go home every night smelling like coffee, because we are always in the plant where beans are roasted, and we truly enjoy every minute of it," explains Tony.

#### **DAZBOG COFFEE**

1090 Yuma St., Denver

303-892-9999

[www.dazbog.com](http://www.dazbog.com), several metro area retail locations





Their nascent venture into the world of coffee was actually a spinoff of Leo's job as an espresso equipment representative more than 20 years ago. He describes, "I've always had a great palette for the beverage, and I knew there was a need for a quality roaster in Denver. When my brother and I started the

company, it took off right away, and now we have an authentic brand." Dazbog earned a reputation as a world-class coffee roaster because of their dedication to procuring the perfect Arabica coffee beans and production of the freshest product. Tony says, "All of our beans are roasted and packaged to order. We don't have inventory sitting on shelves."

Their roasting and packaging is one of the reasons Dazbog coffee is notable. "The beans start out green and are slowly roasted in an insulated brick oven over a medium flame of 450 to 500 degrees. Once the beans are perfectly roasted, they are cooled and sent through a conveyor system to the packaging machine where they are hand-packed. Each package of coffee is sealed in a unique film package with a vacuum seal to maintain quality and freshness," explains Leo. Tony further states, "Our goal is to have the freshest product available."

The two strive to bring consumers a phenomenally great cup of coffee. They find the best sources for the product from coffee estates around the world. "We search for great growers who have beans that are representative of the true characteristics of the coffee of their origin. We have coffees from Central and South America, Indonesia and Africa. We are building relationships between the farm grower and the customer," describes Leo.

Dazbog coffees range from single origin to exclusive blends, which have Russian-themed names such as Russian Roulette, Siberian Blend and White Nights Espresso. "The blends evolve all year. We work constantly to achieve the proper percentages in the mix so that the taste remains constant," says Leo.

## DAZBOG COFFEES

**CENTRAL AMERICA:** There are no absolute rules for coffee beans from this region that includes beans from Guatemala and Nicaragua. Most tend to be like Chianti wine—light, bright, fruity and milder.

**SOUTH AMERICA:** Coffees from countries like Brazil and Columbia tend to have more body, but still have bright notes. Occasionally, these coffees can have earthy tastes as well.

**INDONESIA:** Leo says these coffees are like the main course, meaning they are full-bodied with little to no acidity and have a lot of brightness and character. Best sellers include Sumatra Mandheling, Sulawesi and Papua New Guinea.

**AFRICA:** These coffees from Kenya, Tanzania and Ethiopia, run the gamut and range from earthy to sweet and everything in between. "African coffee gives you a unique tasting experience," says Tony.

## PERFECTLY BREWED COFFEE

Measure two tablespoons of beans for each six ounces of water, and grind the beans correctly using a blade grinder. For drip brewers grind 12 seconds for medium to fine. For French presses, grind about nine seconds for medium to coarse. Maintain this ratio of coffee to water regardless of the amount of coffee brewed. For French presses, pour hot water—190 to 205 degrees—over the ground beans and steep for four minutes.

## PERFECTLY BREWED TEA

Use one teaspoon of tea for each cup. Pour hot water, at around 185 degrees into a teapot and steep for two to seven minutes. Pour the tea through a strainer into a cup.



Dazbog also carries organic, decaffeinated and flavored coffees. They wouldn't be a true coffee shop without the offering of common and specialty teas. "We have loose leaf green, black, white, herbal teas and blends that we work on all year long. The tin packaging helps maintain freshness," says Tony.

Recently, Dazbog ventured into the retail business by offering franchises to individuals. They currently have more than 30 retail operations. For a minimal franchise fee, an investor can open a retail store, and receive full support and training. "It is a great opportunity because we have a strong brand and we conduct training at our headquarters here in Denver. All of the equipment used in the retail stores is serviced here as well," explains Leo.

Valentine's Day is around the corner and a Dazbog coffee or tea may be the perfect gift for that special person in your life. Try the Organic Balinese Blue Moon coffee, which is a full-bodied coffee, low acidity, with a sweet and clean finish. Or opt for a tin of Tropical Pineapple green tea; bright and flavorful green tea with tropical flavorings of pineapple, mango and a refreshing fruit taste. **CE**

Kathy Smith is a freelance writer, chef and athlete, who contributes to many local magazines. She loves to cook and eat, train, compete and read. While she loves to cook and entertain, she relies on the baristas at Dazbog for coffee and tea education.

