

Dazbog Offers Siberia in an Indonesian and Central American Coffee Blend

by Heather Blount/staff writer

Two brothers came to the U.S. from Russia and started a successful coffee business. Their brand infuses Russian culture, allowing customers to experience their story in a bold, rich coffee. While their story sounds like a case of the two immigrants granted the American Dream, Leonid Yuffa, co-founder of Dazbog Coffee, does not see it as something given. “What we got were the hard roots and the work ethic, and failure has never been an option,” Leonid Yuffa, co-founder of Dazbog Coffee, told *The Shelby Report*.

Yuffa and his brother were born in



Co-founders Leonid and Anatoly Yuffa stand over a batch of Dazbog coffee beans.

St. Petersburg, Russia. In 1979, their parents moved the family with three sons to Denver, Colo.

“They (Yuffa’s parents) did this for us and they gave us the opportunity and brought us here,” Yuffa said. He added that his parents were a strong motivating factor. “They said, ‘We brought you here. You need to go out and get an education and go to work and make something of yourself.’”

That is exactly what the two brothers did.

Yuffa and his brother Anatoly (Tony) co-founded Dazbog in May 1996 in Colorado. After 16 years, the company now operates 30 franchises in Colorado and distributes wholesale nationwide to restaurants, hotels, spas and specialty stores.

After beginning as importers of espresso equipment, Yuffa approached his brother in 1995 and decided to jump into the industry from an angle that stresses quality.

“We did not think there was anyone that was providing the highest quality of coffee,” he said, adding that the two brothers put particular emphasis on the branding to make drinking the product a memorable experience, combining premium quality coffee with a specific brand that tells their story. In effect, the company hopes to let consumers experience the coffee and understand

the brothers’ story.

Dazbog started as a strictly wholesale company, selling to hotels, restaurants, specialty stores and bakeries, but now the company sells an experience in its franchises, with special blends such as the “KGBlend” and the “Siberian” blend. When asked about the Russian influence, Yuffa said: “There is nothing made up,” Yuffa continued. “We simply tell our story.”

The philosophy behind the company shows in its relatively small size, which comes from the fact that Dazbog does not take in partners or ventures to grow the company, “although I’m sure that we could do it to grow faster,” Yuffa said. He added that the company should grow for the right reasons, not because of investments or pressure from outside sources; growth like that could hurt the brand or the quality of the product, Yuffa said. The company does have plans for growth; however, with a strict cashflow growth plan, tracking out a timeline for such growth can be problematic.

Dazbog’s coffee uses a Viennese roast, which the company interprets as “a chocolate brown with oils just starting to come out,” Yuffa said. Dazbog customers agree that the company’s coffee is “naturally the sweetest,” Yuffa said.

While Yuffa stresses the extreme



The store front at the Ptarmigan, Colo., location.

quality of the company’s Viennese style coffee, Yuffa and Tony have painstakingly created a brand that should tell the Yuffa story.

With bold, Russian characteristics like bright red and forest green, Dazbog also decorates its products with stars and Russian-language text, enveloping customers in that culture further. From its name—a mix of two Russian words for “give” and “God,” Dazbog emanates the experience that the Yuffa brothers have cultivated. In the brand, Yuffa said, Dazbog takes “everything from which we sell coffee—coffee bags, the cups, the mugs—and we use it as a canvas to tell our story.”

For the future, Yuffa did not offer many specifics, but the company does have nationwide plans, including franchises outside of Colorado and improvements to its website. While the company has not focused on on-line sales, Dazbog plans to revamp the website within the next 12 to 24 months because of rising demand, Yuffa said.

“The best way to really describe who we are is we’re authentic to the brand and to the coffee itself, so that when you drink our coffee, you’re tasting the true origins and the origins in the blends,” Yuffa said.