



## **Dazbog Coffee Company Media Fact Sheet 2019**

### **DAZBOG HISTORY**

Denver-based Dazbog Coffee Company is a Colorado's largest independent coffee roaster and purveyor dedicated to bringing out the heavenly richness in every bean that we roast.

Dazbog Coffee is the realization of the American dream by two immigrants from the former Soviet Union, Anatoly and Leonid Yuffa. The Yuffa family fled Russia to embark on a better life of freedom, democracy and opportunity. Their journey from the cobblestone streets of Leningrad to the bustling Mile High City is the legacy of Dazbog Coffee.

The Yuffa brothers created Dazbog Coffee in 1996 with the aspiration of using only the highest quality Arabica beans from boutique coffee estates around the world. Today, Dazbog is widely recognized for offering premium, bold coffee in its coffee shops and through multiple grocery store & wholesale channels.

In Russian, the word Dazbog means "God of Richness." The term is often used to offer good wishes to someone.

### **COFFEE SHOPS**

Dazbog Coffee features 30 coffee shops across Colorado & Wyoming, including locations inside Denver International Airport, the Colorado Convention Center, St. Joseph Hospital, Children's Hospital Colorado, History Colorado, the Royal Gorge Bridge Park and on the Auraria Campus as well as in Cherry Creek North, Castle Rock, Fort Collins and Cheyenne. Each shop offers a full menu of gourmet coffee and tea drinks, along with fresh baked pastries and pierogies, gluten-free products and fruit smoothies.

### **TOP SELLING BEANS**

Every batch of Dazbog Coffee is slow-roasted in Denver to bring out the robust flavor and the natural sweetness in each bean, which is truly the Dazbog signature touch.

Top selling Dazbog Coffee flavors include the bold KGBlend and White Nights Espresso, along with Sumatra Mandheling and

Russian Roulette. Lighter options include the Breakfast Blend and the Decaf Babushka Blend. Single serve options are also available.

Dazbog Coffee Micro Lots are personally sourced by Leonid Yuffa, who selects tiny plantations that yield rare crops of beans with mesmerizing richness. Dazbog Micro Lots are handled delicately and roasted to perfection. Each individual Micro Lot is only available in limited supply.

Dazbog Coffee also carries an extensive line of teas, including Assam Extra Fancy Black Tea, Chamomile Herbal Tea, Earl Grey White Tea and Herbal Chai Tea.

## **GROCERY & WHOLESALE**

Dazbog Coffee can be found in top grocery chains nationwide, including Kroger (King Soopers & City Market), Safeway Rocky Mountain, Whole Foods, Natural Grocers, Lucky's Markets, Target and Cost Plus World Market and Tony's Meats.

Dazbog Coffee also distributes its products throughout the Denver Metro Area at wholesale pricing to food service and office customers, with equipment rentals and barista training available. Top restaurant clients include Shanahan's Steakhouse, Zaidy's Deli and LaMar's Donuts. Colorado office clients include DaVita, Dish Network Corporation, RK Mechanical and Lepirino Foods.

## **SUSTAINABILITY**

Dazbog Coffee purchases and roasts only the highest quality estate coffees and full leaf teas and is proud to be Certified Organic by California's Organic Certifiers. All Dazbog products are grown on small, family-owned farms and harvested and transported without chemicals or pesticides, which is good for everyone - the growers, the farmers and the children who work with them.

At Dazbog Coffee, we are committed to supporting and recognizing our invaluable international network of coffee bean suppliers. We treat our vendors honestly and pay fair, premium prices for high quality beans.

## **DAZBOG PARTNERS**

Dazbog Coffee is involved with many industry & community partners, including the American Culinary Federation, the Colorado Restaurant Association, Visit Denver and the Denver Metro Chamber of Commerce, the Children's Hospital Foundation and the Metro State University Scholarship Fund.

## **MEDIA CONTACT**

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