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orifying that you are not a robot... Black Rifle Coffee Company (BRCC) has emerged as a prominent name in the coffee industry, resonating deeply with coffee aficionados and veterans alike. This American company stands out not only for its premium coffee blends but also for its unique story of origins and its commitment to supporting the military community. In this article, we will delve into the genesis of Black Rifle Coffee Company, exploring the individuals who founded it, the vision driving its success, and the cultural significance it has cultivated since its inception. Origins of Black Rifle Coffee Company Founded in 2014, Black Rifle Coffee Company was established by Evan Hafer, a former Green Beret, along with his partners, Matt Best and Jarred Taylor. Their collective passion for coffee, military service, and entrepreneurship played a pivotal role in shaping a brand that stands for patriotism and camaraderie. Evan Hafer: The Visionary Behind BRCC Evan Hafer's journey began in the military, where he honed his skills in strategic thinking, resilience, and teamwork—traits that would later influence his business acumen. After serving multiple tours with the U.S. Army Special Forces, Hafer recognized a significant gap in the premium coffee market catering to veterans and active-duty service members. His vision was clear: to create a coffee company that not only produced high-quality products but also supported veterans and military families. In interviews, Hafer has emphasized the importance of crafting a coffee experience that parallels the quality of service he had rendered in the military. His deep love for coffee began long before BRCC came to fruition, starting with his habit of roasting beans during deployments. This passion for coffee, combined with his military background, laid the foundation for what would become a brand that resonates with a wide audience. The Birth of Black Rifle Coffee Company The initial concept for Black Rifle Coffee Company was born from a desire to create a community that valued quality coffee, patriotism, and support for the military. Hafer, Best, and Taylor each offered, providing a multi-faceted approach to the brand. Matt Best is not only a talented entrepreneur but also a social media influencer and filmmaker. His comedic videos and engaging content have garnered a significant following and helped to elevate BRCC's profile in popular culture. Best's entrepreneurial spirit and marketing acumen have been instrumental in positioning the brand as a household name. Jarred Taylor added a unique voice through his creative storytelling and marketing strategies. Having served his country, Taylor understands the need for a strong community connection, which is why BRCC emphasizes its commitment to supporting veterans through various initiatives. Their combined expertise ensures that Black Rifle Coffee Company functions with a strong sense of purpose while appealing to a broad audience. The Brand's Mission: Fueling the American Spirit Black Rifle Coffee Company is more than just a coffee business; it is a movement that encapsulates the values of hard work, resilience, and loyalty. At the heart of BRCC's mission is an unwavering commitment to supporting the military community. This dedication manifests itself through several initiatives: Veteran Employment A majority of Black Rifle Coffee Company's workforce consists of veterans. The founders believe in providing job opportunities for those who have served, ensuring that they have a seamless transition into civilian life. BRCC's hiring practices reflect its core belief that veterans bring invaluable skills and experiences to the workforce. Community Engagement and Philanthropy BRCC actively participates in various philanthropic efforts, including donating a portion of profits to veteran organizations. By partnering with nonprofits focused on veteran welfare, mental health, and suicide prevention, Black Rifle Coffee Company strives to make a positive impact on the lives of those who have served. Their commitment extends beyond business, emphasizing social responsibility and community involvement. Signature Blends and Offerings of BRCC The hallmark of Black Rifle Coffee Company is its diverse range of coffee offerings, each meticulously crafted to cater to different tastes and preferences. The products are not only focused on quality but also creatively packaged, making them ideal for gifts as well as personal use. The branding strongly resonates with military themes, combining the founders' background with a fresh take on the coffee industry. The Growth of Black Rifle Coffee Company Since its inception, Black Rifle Coffee Company has exploded in both popularity and sales. The brand has effectively utilized digital marketing strategies, leveraging social media platforms to reach a dedicated audience. BRCC's digital campaigns often incorporate humor and military culture, creating a strong connection with its customers. Innovating with Merchandise In addition to coffee, BRCC offers a variety of merchandise, including apparel, coffee accessories, and even cooking gear. The company has taken the branding of its coffee products and extended it to lifestyle items, further solidifying its position as a culturally relevant and recognizable brand. Subscription Models and Customer Engagement Recognizing the trend towards convenience and commitment, Black Rifle Coffee Company has introduced subscription models for their products. Customers can sign up to have their favorite coffee delivered automatically, ensuring a consistent supply while fostering brand loyalty. This business model has been instrumental in creating a dedicated community of coffee lovers who engage regularly with the brand, further elevating its impact. The Cultural Impact of BRCC Black Rifle Coffee Company symbolizes a broader cultural phenomenon—one that honors the service and sacrifices of military veterans while redefining the coffee-drinking experience. The brand has struck a chord with many, becoming a voice for those who feel underrepresented in mainstream coffee culture. Representing Patriotism and Veteran Advocacy Through its marketing, BRCC has built a reputation as a patriotic brand. Its messaging often highlights themes of resilience, service, and community, resonating deeply with its target audience. The brand's success is a testament to the power of authenticity and a clear vision. The Future of Black Rifle Coffee Company As Black Rifle Coffee Company continues to grow and innovate, it remains essential to recognize the vision behind it—a dedication not only to crafting the perfect cup of coffee but also to honoring the sacrifices of those who protect our freedoms. Whether you are a coffee enthusiast or someone who shares the values of service and loyalty, BRCC embodies the spirit of a nation united in purpose. What inspired the founding of Black Rifle Coffee Company? The founding of Black Rifle Coffee Company was driven by a deep sense of purpose and a passion for quality coffee. The founders, many of whom are veterans, recognized that there was a significant gap in the coffee market, especially for those who served in the military. Their vision was to create a brand that not only provided high-quality coffee but also celebrated the camaraderie and values instilled in them through their military service. Additionally, the founders wanted to create a company that would give back to the veteran community. This spirit of service is evident in their commitment to hiring veterans and supporting various veteran-focused charities. Black Rifle Coffee Company's growth has been remarkable, and its success can be attributed to several key factors. First, the founders' deep understanding of the military community and their authentic voice in their branding and marketing have resonated with a wide audience. Second, the company's commitment to quality coffee and its diverse range of offerings, including single-origin coffees and blends, has attracted coffee enthusiasts. Third, the company's strong social media presence, particularly on platforms like Instagram, Facebook, and YouTube, has helped it reach a larger audience and build a loyal customer base. Finally, the company's dedication to supporting the military community through various initiatives, such as hiring veterans and donating to veteran organizations, has earned it a reputation as a brand that stands for something more than just coffee. The company's future is bright, and it is expected to continue growing and making a positive impact on the lives of veterans and coffee lovers alike.

company. As the former CEO of Office Depot and Wendy's, he has played a crucial role in steering Black Rifle Coffee towards continued success. His guidance and strategic direction have helped drive the brand's expansion while maintaining its commitment to delivering exceptional coffee products. Black Rifle Coffee has faced its fair share of controversies in the political stance. As a company that proudly supports conservative values and the Second Amendment, they have been both praised and criticized for their beliefs. Black Rifle's staunch supporters of conservative politics and expert Some customers appreciate their unapologetic support for gun rights and military veterans, while others feel alienated by what they perceive as an extreme position. These controversies have sparked heated debates online and even led to calls for boycotts from some individuals or groups with opposing views. Despite these controversies, Black Rifle Coffee continues to thrive in the coffee industry, attracting loyal customers who align with their values. In conclusion, Black Rifle Coffee is owned by Evan Hafer and originated in the USA. Today, Black Rifle Coffee remains a prominent player in the coffee industry and is an excellent choice to drink if you want to support military families. Evan Hafer, a former U.S. Army Special Forces soldier, owns Black Rifle Coffee Company. Founded in 2014, the Salt Lake City-based firm is renowned for its quality coffee, veteran status, and supporting veterans and first responders. Hafer's military background significantly shapes the company culture. Yes, Black Rifle Coffee is a veteran-owned and operated company founded by veterans who have served in the military. Evan Hafer, the founder and owner of Black Rifle Coffee, started the company with his passion for coffee and his desire to support veterans through job opportunities and giving back to veteran causes. Owning Black Rifle Coffee has allowed Evan Hafer to combine his love for coffee with his dedication to supporting fellow veterans. It has provided him with an opportunity to create jobs for veterans while building a successful business that also gives back to the military community. Coffee expert and industry insider, I've dedicated years to mastering the art and science of coffee making. From scrutinizing particle fineness to evaluating burr shapes, I delve into the minutiae that elevate coffee from good to exceptional. Whether it's a complex pour-over or a robust espresso, my insights cater to those who don't just drink coffee, but experience it. Black Rifle Coffee Company has rapidly risen to fame as a premier choice for coffee enthusiasts across America. Known not only for its high-quality coffee but also for its unique branding and values, many consumers may find themselves curious about the roots of this popular brand. In this article, we dive deep into the origins of Black Rifle Coffee Company, exploring where it comes from, its history, and its mission. The Founding Story of Black Rifle Coffee Company Founder In 2014 by former Special Forces veteran Evan Hafer, Black Rifle Coffee Company's inception is deeply rooted in military values and a passion for coffee. Hafer, who had served in Iraq and Afghanistan, was inspired to create a coffee brand that reflected the same level of commitment and excellence that he experienced in the armed forces. Hafer began his journey in coffee while he was deployed overseas. He learned how to roast coffee beans in small batches and became frustrated by the lack of quality coffee available to military personnel. This realization sparked the idea for Black Rifle Coffee Company, where he envisioned providing high-quality coffee to the troops and all those who appreciate the rich flavors and complexities of a well-brewed cup. The Location of Black Rifle Coffee Company While Black Rifle Coffee Company has expanded significantly since its humble beginnings, its roots can be traced back to Salt Lake City, Utah. This vibrant city not only serves as the company's headquarters but also embodies the spirit of American innovation and entrepreneurship. Salt Lake City: A Cultural Hub Salt Lake City is known for its beautiful landscapes, rich history, and diverse cultures. It boasts a thriving local economy and has been welcoming to startups and businesses since its establishment. Key Features of Salt Lake City: Stunning Natural Scenery: The city is nestled between the Wasatch Mountains and the Great Salt Lake, offering breathtaking views and outdoor activities. Cultural Diversity: With a mix of religions, ethnicities, and lifestyles, Salt Lake City has a rich cultural tapestry that enhances community engagements. The Evolution of the Company Initially operating as an online retailer, Black Rifle Coffee Company has since expanded into a full-fledged coffee company with physical locations and a strong online presence. Over the years, the brand has garnered an extensive following due to its commitment to quality and its authentic representation of military values. Growth and Expansion In its early days, the company mainly focused on selling coffee subscriptions and merchandise. Still, as their popularity soared, they ventured into the world of retail, collaborating with various brands and seeking to offer their products in brick-and-mortar stores across the nation. One standout aspect of Black Rifle Coffee Company is its penchant for delivering not just great coffee, but also a unique customer experience. They frequently host events, coffee tastings, and milited appreciation activities that draw in loyal customers and foster community spirit. The Values that Define Black Rifle Coffee Company At the core of Black Rifle Coffee Company lies a commitment to its values: supporting veterans, serving quality coffee, and fostering community. Veteran Support Initiatives Black Rifle Coffee Company has a deep-rooted commitment to supporting veterans and their families. The company dedicates a portion of its profits to various veteran-focused charities and organizations, contributing to causes that improve the lives of those who have served our country. The company also actively hires veterans, aiming to create job opportunities for those who have dedicated their lives to service. This effort not only bolsters the workforce but also instills a sense of community and camaraderie among employees, further strengthening the company's ethos. Quality Coffee Sourcing Black Rifle Coffee Company prides itself on sourcing high-quality beans from various regions around the globe. The company is known for its premium roasted coffees, which undergo rigorous quality control measures to ensure that customers receive a product that meets their tastes and expectations. The company offers a range of coffee blends, from light to dark roasts, appealing to a wide audience of coffee lovers. Their signature blends, such as "AK-47 Espresso" and "Just Black," have garnered enthusiastic reviews and loyalty from consumers. Community Engagement: Building Connections Understanding the importance of community, Black Rifle Coffee Company has taken concrete steps to engage with its customers on a personal level. From social media interactions to local events, the company fosters a sense of belonging among its supporters. Social Media Presence The brand's strong social media presence helps maintain a connection with fans and customers. They frequently share engaging content about their products, company culture, and initiatives to support veterans. The vibrant community that has formed around Black Rifle Coffee Company showcases devotion not only to exceptional coffee but also to shared values. Events and Activations Participating in and sponsoring events is an essential part of Black Rifle Coffee Company's mission. These events serve multiple purposes: Networking - Connecting with other businesses and creators in the coffee industry. Education - Teaching consumers about the nuances of coffee, brewing techniques, and the importance of sourcing high-quality beans. Engaging with the community through events also provides a platform to highlight veteran initiatives, creating awareness and involvement around the challenges veterans face. Conclusion: A Legacy of Quality and Service Black Rifle Coffee Company is much more than just a coffee brand; it embodies a legacy of quality, service, and patriotism. From its roots in Salt Lake City to its nationwide presence, the company has built a strong foundation based on commitment to its values and community engagement. As we enjoy a cup of their premium coffee, we can appreciate not just the rich flavors, but also the stories behind each bean and the company that brought it to life. Whether you're a veteran, a coffee lover, or someone who values the mission-driven ethos, Black Rifle Coffee Company stands as a testament to the power of community and quality. So the next time you brew a cup of Black Rifle Coffee, remember that you are not just indulging in a delightful beverage; you are supporting a brand with a story, a mission, and a dedication to making a difference. In the booming world of coffee, Black Rifle Coffee Company has carved out its space by honoring the past, embracing the present, and looking towards a future where every cup serves a purpose. What is the history of Black Rifle Coffee Company? Black Rifle Coffee Company (BRCC) was founded in 2014 by Evan Hafer, who is a former Green Beret. The company was born out of his passion for coffee and his desire to support veterans and active-duty military personnel. Initially, Hafer began roasting coffee at home, which then evolved into a brand dedicated to providing high-quality coffee while also creating a community around military service and camaraderie. BRCC quickly gained recognition not only for its exceptional coffee blends but also for its commitment to supporting veteran causes. The company actively employs veterans and promotes military-friendly initiatives, setting it apart from other coffee brands. Over the years, BRCC has expanded significantly and built a strong online presence, attracting a dedicated customer base that shares the company's values and mission. What makes Black Rifle Coffee Company unique? Black Rifle Coffee Company differentiates itself from other coffee retailers through its strong ties to the military community and its emphasis on quality. The company's branding and messaging are deeply influenced by its founders' backgrounds in the military, which resonate with many of its customers. BRCC also prides itself on sourcing high-quality coffee beans and roasting them in small batches to ensure freshness and superior taste. Another unique aspect of BRCC is its commitment to giving back to the veteran community. A significant portion of its proceeds is donated to various military charities and causes, making it a socially responsible choice for coffee lovers who want to make a positive impact. This blend of quality products and a strong mission aligns well with the values of its consumers, fostering customer loyalty and community support. Who are the founders of Black Rifle Coffee Company? Black Rifle Coffee Company was co-founded by Evan Hafer, who served in the U.S. Army as a Special Forces Green Beret. Hafer's military service established the foundation upon which BRCC was built, focusing on delivering exceptional coffee while celebrating military culture. Hafer's dedication to coffee quality and his experience in service created a unique synergy that contributed to the brand's identity. In addition to Evan Hafer, BRCC also involves other veterans in its operations, fostering a company culture that prioritizes collaboration and teamwork. This team of veterans brings diverse experiences and perspectives, further enhancing the authenticity of the brand. Together, they help build a community that embodies respect for military service and a passion for high-quality coffee. How does Black Rifle Coffee Company support veterans? Black Rifle Coffee Company takes pride in its support for veterans through various initiatives and programs. One of the primary ways the company contributes is by actively hiring veterans, providing them with meaningful jobs that leverage their unique skill sets and experiences. This approach not only provides veterans with employment opportunities but also fosters a culture of camaraderie among team members. Additionally, BRCC donates a portion of its profits to veteran-focused charities and organizations. These contributions help fund programs that assist veterans in transitioning to civilian life, as well as initiatives that promote mental health and well-being among service members. By supporting these causes, BRCC reinforces its commitment to giving back to the military community and its emphasis on quality. What products does Black Rifle Coffee Company offer? Black Rifle Coffee Company offers a wide range of coffee products, including whole bean, ground coffee, and single-serve options. Their offerings feature various blends and roasts, catering to different taste preferences, such as light, medium, and dark roasts. In addition to traditional coffee, BRCC also provides a selection of specialty coffees, including flavored and seasonal varieties to satisfy diverse customer palates. Beyond coffee, the company has expanded its product line to include merchandise, such as branded mugs, clothing, and accessories. These products not only promote the brand but also foster a sense of community among supporters. By offering both quality coffee and appealing merchandise, BRCC enhances its connection with customers and allows them to represent their love for the brand in their daily lives. Where can I purchase Black Rifle Coffee Company products? Black Rifle Coffee Company products can be purchased through their official website, where customers can choose from a variety of coffee offerings and merchandise. The website features an easy-to-navigate interface that allows users to explore different blends and products, ensuring a seamless shopping experience. Customers can also subscribe to a coffee subscription service, allowing for regular shipments of their favorite blends at intervals they choose. In addition to online sales, BRCC has partnered with select retail outlets to make its coffee available to a wider audience. These collaborations enable customers to find BRCC products in local stores, providing an alternative to online shopping. By expanding its availability, Black Rifle Coffee Company aims to reach more coffee enthusiasts and foster a stronger community around its brand. U.S. coffee company (founded 2014) Black Rifle Coffee Company typePublicTraded asNYSE: BRCCIndustryRetailFounded2014; 11 years ago (2014)HeadquartersSalt Lake City, Utah, United StatesKey peopleEvan Hafer, Mat Best, Tom Davin, Richard Ryan, Jarred Taylor, Andy Stumpf, Dennis AdamsProductsCoffee, clothing, mugsWebsitewww.blackriflecoffee.com Black Rifle Coffee Company (BRCC) is a coffee company based in Salt Lake City, Utah, United States.[1] Founded in 2014 by former U.S. Army Green Beret Evan Hafer,[2] it gained national attention in 2017 after pledging to hire 10,000 veterans in response to Starbucks's pledge to hire 10,000 refugees.[3][4][5] The company was founded in December 2014 by former Green Beret Evan Hafer.[6] He began by selling a small volume of his "Freedom Roast" coffee through a friend's apparel website. The coffee sold well, so Hafer launched his own brand and website through which to sell his coffee and branded accessories. The company specializes in its online, direct-to-consumer coffee subscription service, which had over 100,000 subscribers as of 2020.[7] In addition to online sales, Black Rifle Coffee Company has physical coffee shops in Utah, Texas, Florida, Oklahoma, Georgia, Montana and Tennessee.[8] The coffee is also distributed at some firing ranges.[9] 5.11 Tactical stores,[6] and Bass Pro Shops.[10] In 2017, BRCC expanded into Canada with a division based in Alberta and led by CEO Darren Weeks.[11] In 2018, BRCC opened a new coffee roasting facility in Manchester, Tennessee, as part of a \$6 million investment in the state.[12] It also launched Coffee or Die Magazine.[13] an online news and lifestyle publication that reports on military, veteran, law enforcement, and coffee topics.[14] In 2018, the company's gross revenue totaled \$30 million.[15] In 2019, BRCC employed more than 200 people—40 percent of them veterans of the U.S. military. At the time of reporting, their products were available at 1,700 retail locations across the country. On September 29, 2019, BRCC opened its first stand-alone licensed coffee shop in Boerne, Texas.[16] According to the Washington Examiner, circa 2021 they employed approximately 550 people, half of whom were veterans, military spouses or reservists.[17] The company expanded in 2020 with the release of ready-to-drink canned iced coffee.[18] In March 2020, BRCC launched a coffee-donation campaign to support medical and emergency workers, quarantined military personnel and their families, and others working to mitigate the national and global impact of the COVID-19 pandemic.[19] In May, a Canadian gun ban enacted following the 2020 Nova Scotia attacks was mistakenly thought to include a ban on the coffee company, but further inspection revealed that the ban was actually applied to a similarly named Arizona-based "BlackRifle Company".[20] A July 2021 article in The New York Times, Hafer describes his vision for growth of the physical franchised stores using retired military non-commissioned officers (NCOs). He sees Navy petty officers and Army staff sergeants joining the company and running a franchise of their own rather than joining the local police force in their hometowns.[21] In November 2021, Black Rifle Coffee Company merged with SilverBox Engaged Merger Corporation via a special-purpose acquisition company in an effort to raise funds for expansion and to go public. The company has a valuation of approximately \$1.7 billion.[22] The merger completed in February 2022.[23] Black Rifle Coffee Company's corporate image is built on its conservative politics and support for veterans. In 2018, over half of its staff were former military.[15] The company maintains a pro-military, pro-gun, pro-police image[24][25] and has publicly supported the politics of US President Donald Trump through actions such as publishing a since-deleted blog post that supported Trump's then-current proposal of an immigration ban from Muslim-majority countries.[26][27] Its political stance has attracted attention from Fox News,[28] and the company has been endorsed by conservative broadcast personality Sean Hannity[29] and Donald Trump Jr.[5] A 2021 Salon article reported that BRCC is trying to draw a line and distance itself from "the far-right" after BRCC logos and gear appeared on Kyle Rittenhouse, a teen who was acquitted due to a finding of self defense after killing two people and injuring another during a Black Lives Matter protest in Kenosha, Wisconsin.[30] Black Rifle Coffee's symbols were also present on people who attended the United States Capitol on January 6, 2021.[31] Noah Gragson's NASCAR Xfinity Series car with Black Rifle sponsorship in 2022 The company's brand is tied closely to its pro-gun and socially conservative image as well as close links with American military and law enforcement. In 2017, BRCC launched an advertising campaign based on their plan to hire 10,000 veterans. While it was conceived previously,[32] BRCC launched the campaign after coffee retailer Starbucks Corporation launched an advertising campaign centered around their plan to hire 10,000 refugees.[33] BRCC released a meme on social media that juxtaposed an image of ISIS fighters photoshopped with Starbucks cups next to an image of American soldiers in combat, which read: "Starbucks vows to hire 10,000 refugees," and "Black Rifle Coffee Company vows to hire 10,000 veterans." [32] Company posts associated with the ad campaign labelled Starbucks "Hipsterbucks".[6] While Hafer criticized what he saw as a publicity stunt by Starbucks, BRCC also received similar criticism around their ad campaign, especially because of the size disparity between BRCC and Starbucks as well as the suggestion in BRCC's ad campaign that Starbucks doesn't hire veterans. In 2013, Starbucks CEO Howard Schultz and former Secretary of Defense Robert Gates had launched a similar program to hire 10,000 veterans in the next five years and by 2017 had hired 8,000 of them. As of February 2017, BRCC employed 52 people in total. Hafer responded that BRCC and Starbucks are very different companies, and that their size disparity meant that BRCC's proposal was a much more ambitious plan.[32] In a 2017 interview with Vice News, founder Hafer commended Starbucks' veteran hiring program and clarified that he supports all hiring pushes as long as the message is a positive one.[6] For a campaign in July 2019, BRCC donated a bag of coffee to a police officer for every bag purchased. In response to a story that six Tempe, Arizona police officers had been asked to leave a branch of Starbucks,[34] BRCC rejected a potential logo for one of their coffee bags featuring a Renaissance-style rendering of Saint Michael the Archangel, a patron saint of military personnel, shooting a sword-battered rifle. The design was rejected when Hafer was informed by a friend at the Pentagon that the image of Saint Michael standing on the neck of Satan was being used by white supremacists because of the resemblance to George Floyd's murder.[21] The company sponsors NASCAR drivers Ty Dillon, Noah Gragson, Chase Briscoe, and Matt Crafton.[35][36][37] In the American Rally Association, BRCC-sponsored drivers like Travis Pastrana and Dan Carapetyan compete under the Black Rifle Coffee Motor Sports Team name.[38] Pastrana, whose family is closely tied to the military, also has a personal endorsement deal with BRCC that began in 2022. 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