



The Roasterie Coffee Company Creates VFW 'Return the Favor' Coffee Blend

Ten percent of all proceeds from VFW coffee blend will be donated to the VFW Foundation's 'Return the Favor' campaign

May 20, 2011

The Roasterie Coffee Company has partnered with the Veterans of Foreign Wars Foundation to create a VFW coffee blend now available for purchase. Ten percent of all proceeds from the VFW blend will be donated to the VFW Foundation's Return the Favor campaign which supports active duty military, veterans, and their families. "The VFW Foundation is proud to partner with our hometown coffee company," said VFW Foundation Director John Lowe. "The Roasterie Coffee Company is not only committed to providing the finest air-roasted coffee but also giving back to the communities it serves." To purchase the VFW coffee blend, please visit www.theroasterie.com/coffee/causes/vfw-foundation-return-the-favor-blend/.

The Roasterie has become one of the most nationally recognized coffee roasters by sourcing the best coffee available on the market today. Founded in 1993 by Danny O'Neill in the basement of his Kansas City home, The Roasterie has since grown to become a darling of the specialty coffee industry. The company chooses the innovative air-roasting method to delicately roast each bean with consistency and care.

Committed to finding the best coffees from around the world, The Roasterie buys its beans from small, specialty farmers for a fair price. Those beans are then roasted using a convection air-roasting method, instead of the more traditional drum-roasting method, to ensure superior consistency and a tastier, smoother cup of coffee. Since January of 2010, seven of The Roasterie's coffees have received a ranking of 90 or higher on CoffeeReview.com, the premier international coffee-buying guide.

NATIONAL HEADQUARTERS

406 W. 34th Street
Kansas City, MO 64111
Office 816.756.3390
Fax 816.968.1157

WASHINGTON OFFICE

200 Maryland Ave., N.E.
Washington, D.C. 20002
Office 202.543.2239
Fax 202.543.6719

info@vfw.org
www.vfw.org

The VFW Foundation is the official charity of the Veterans of Foreign Wars of the United States (VFW), America's oldest and largest service group for combat veterans. Return the Favor is an awareness and fundraising campaign to honor, celebrate, and support active-duty military members, veterans, and their families. Our mission is to support programs and services that provide financial assistance for military families, free phone calls for service members' overseas, VIP treatment for troops and their families at entertainment events, and morale boosting events for military units. These programs and services are non-political and provided at no cost to the recipients. The VFW Foundation is one of the nation's highest rated 501(c)(3) non-profit organizations.

For more information about the Return the Favor campaign or to donate, please visit www.returnthefavor.org.