

THE WORLD'S  
**STRONGEST**  
COFFEE



# BACKGROUND OF DEATH WISH COFFEE COMPANY LLC:



Michael Brown was noticing that the customers in his coffee shop were repeatedly asking for his strongest cup of coffee each morning. Knowing that the strongest tasting cup may not be the most caffeinated cup was a dilemma he faced daily. (This is because, by volume, light roast coffee have more caffeine than their dark roasted counterparts.)

To make it easy for his customers, Michael created a coffee blend with the strongest coffee beans he could find, coffee beans that are rarely found in coffee shops anymore, and roasted them to provide an intensely satisfying flavor.

The coffee shop customers were ecstatic, thus was the birth of Death Wish Coffee. Today the Death Wish Coffee team consists of John Swedish, Eric Donovan, Teah Terriele, and Kane Bear Grogan.





The day we made this coffee available to the world we knew we had something special. Our goal is to provide the strongest most flavorful coffee organic fair trade coffee to the world. We will continually improve our product and service. We strive to provide great customer service that is handled in house and can answer any of your coffee questions. We have a 100% no bullshit 365 day guarantee that if this is not the strongest coffee you've ever had we'll gladly give you a refund, just tell us what you thought was stronger. We aim to deliver the freshest coffee possible and use state of the art packaging to maintain this freshness for as long as possible. We will always do what is right and if we ever fail to deliver we will make up for it and then some.

**Some may call us irresponsible for making this coffee, we think it's revolutionary.**

**Death Wish Coffee – The Cure For Sleep**



# FACT SHEET LISTING SPECIFIC FEATURES, STATISTICS, BENEFITS:

Made with Fair Trade organic arabica coffee and ultra-premium robusta coffee.

Roasted on a Loring Kestrel S35

High Caffeine Content

One of “The 7 Most Dangerous Caffeinated Products” (Caffeine Informer)

Amazon’s #1 selling coffee 4th quarter 2013 and 2014

“The Cure for Sleep”

Caffeine Benefits: (from Caffeine Informer)



- **Alertness / Wakefulness**

This is achieved by blocking adenosine receptors in the brain. Adenosine signals the brain that it’s time for the body to slow down and sleep.

- **Pain relief**

Caffeine reduces inflammation and helps to block the perception of pain in the brain.<sup>7</sup>

- **Endurance**

Caffeine is believed to influence the way muscles utilize glycogen allowing them to function longer before fatigue sets in.<sup>8</sup>

- **Motivation / Productivity**

Caffeine causes dopamine levels to increase, which produces a positive state of mind.<sup>9</sup>

- **Neurological conditions**

Caffeine is believed to help prevent or delay Alzheimer’s disease, and Parkinson’s Disease<sup>10</sup> as well as treat some types of hyperactivity disorders.<sup>11</sup>



## OWNER & FOUNDER



Michael Brown is the founder/owner of Death Wish Coffee Company. He worked as an accountant for 4 years before trading in his calculator and pursuing his passion for strong coffee by opening a coffee shop in Saratoga Springs NY in 2008 called Saratoga Coffee Traders.

### **Past press coverage:**

<http://www.cnbc.com/id/48358766>

<http://www.buzzfeed.com/ryanhatesthis/death-wish-supposedly-the-strongest-coffee-in-the-world#.vs1D9o2KP>

<http://newsfeed.time.com/2013/02/25/we-tried-these-mountain-dew-kickstart-and-other-morning-beverages/slide/death-wish-coffee/>

<https://gma.yahoo.com/video/gma-death-wish-coffee-twice-080000306.html>

<http://www.menshealth.co.uk/lose-weight/burn-fat/9-best-pieces-of-fat-loss-gear>

**Official coffee of “Time Bandit” from the Deadliest Catch**

**Official coffee of “Lisa Kelly” from Ice Road Truckers**



# CONTACT INFO & SOCIAL MEDIA INFO



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**[HTTPS://WWW.FACEBOOK.COM/DEATHWISHCOFFEE](https://www.facebook.com/deathwishcoffee)**



**[HTTPS://TWITTER.COM/DEATHWISHCOFFEE](https://twitter.com/DeathWishCoffee)**



**[HTTPS://WWW.PINTEREST.COM/DEATHWISHCOFFEE](https://www.pinterest.com/deathwishcoffee)**



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