



Heath Montgomery
Sr. Public Information Officer
Ph: (303) 342-2295
Recorded media line: (303) 342-2280
Pager: (303) 342-2288
heath.montgomery@flydenver.com

FOR IMMEDIATE RELEASE

The Roasting Plant® Blends Technology and Fresh Coffee at Denver International Airport

DENVER – May 23, 2017 – Today, the Roasting Plant celebrated the grand opening of their first location in Colorado, which is located at Denver International Airport (DEN) on level 1 of the Westin Denver International hotel and transit center. Roasting Plant is a New York-based coffee shop that uses patented technology to roast and deliver fresh coffee beans for made-to-order drinks.

Roasting Plant was founded in 2007 by former Starbucks executive Mike Caswell and is designed to fuse technology and innovation to deliver the perfect cup of coffee. Roasting Plant's state-of-the-art machinery brings the entire coffee supply chain into each café, with on-site roasting of green coffee beans and choice of nine beans or a blend of any four, brewed to order by the cup. Precise roasting and brewing parameters have been developed for every bean and drink, and precisely replicated to reflect the unique character of each varietal and blend.

The company's proprietary system – called Javabot™ – utilizes green coffee beans that are delivered via an automated system of pneumatic tubes to an in-store roaster that sends freshly roasted beans to specially designed storage tubes that preserve the beans' flavor and aroma. When a customer orders a beverage, the Javabot™ sends the exact amount of beans needed using bursts of air in overhead tubes directly to a Swiss-made coffee grinder and brewer, where a drink is completed by a barista just seconds later.

"For many airport travelers, having convenient access to a high-quality cup of coffee on the go is one of the most important amenities," airport CEO Kim Day said. "The Roasting Plant will add to our lineup of coffee options and provide fresh beverages in an innovative setting that is the first of its kind in Denver. We think passengers will very much enjoy both the coffee and the captivating way their drinks are made."

Roasting Plant, which will operate from 5 a.m. to 10 p.m. daily, will also offer a wide range of food, including morning pastries and salads and sandwiches for lunch. The DEN store is the company's second airport location and fifth in the country and is operated by Midfield Concessions.

"We're proud to be featuring Roasting Plant Coffee in all of our new airport projects," said Andrea Hachem, CEO of Midfield Concessions. "Their state-of-the-art approach and the incredible freshness of in-store roasted coffee reflects Midfield's commitment to our award winning 'WOW' customer service program."

About Roasting Plant®

Roasting Plant is a vertically integrated coffee company established in 2004 that designs, develops, and manufactures technology that disrupts the coffee trade. The company's Javabot™ automation system micro-batch roasts in every café, gives customers a choice from a wide selection of the highest quality beans in the

world and brews each custom cup of coffee to order. Just-roasted, just-brewed, just for you™. Founded by industrial engineer Mike Caswell, Roasting Plant currently has five locations between New York City, Detroit, Minneapolis and Denver, with worldwide expansion on the horizon.

About DEN's Shopping and Dining Program

DEN's concession program consists of more than 196,000 square feet of retail space inside the airport that includes more than 190 locations offering an exciting culinary, fashion and retail experience. In 2016, the concession program generated a record \$370.5 million in annual gross receipts. For more information about retail store opportunities, please e-mail concessions@flydenver.com or visit <http://business.flydenver.com/bizops/concessions.asp>.

Denver International Airport is the 19th-busiest airport in the world and the sixth-busiest airport in the United States. With 58.3 million passengers traveling through the airport each year, DEN is one of the busiest airline hubs in the world's largest aviation market. DEN is the primary economic engine for the state of Colorado, generating more than \$26 billion for the region annually. For more information visit www.FlyDenver.com, check us out on [YouTube](#), [Pinterest](#), and [Instagram](#), like us on [Facebook](#) and follow us on [Twitter](#). For current employment opportunities, visit jobs.flydenver.com.

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