



*Leaders in Micro Estate, Single Origin, Sustainably Farmed Coffees & Teas*

**FOR IMMEDIATE RELEASE**

Contact: Chris Chantler

Tel. (970) 827-4008

Email: [chris@vailcoffee.com](mailto:chris@vailcoffee.com)

**VAIL MOUNTAIN COFFEE OWNER NAMED TO  
SOCIALY CONSCIOUS COFFEE BOARD OF DIRECTORS**

February 17, 2011 – Vail, CO -- Vail Mountain Coffee & Tea Company (VMCT) announced today that one of its owners, Craig Arseneau, was appointed to the Board of Directors of Socially Conscious Coffee (SCC), a Denver-based nonprofit organization dedicated to creating sustainable prosperity with coffee harvesters in Brazil, their families, and their communities through education, health care, and environmental stewardship. “Community giving has always been an integral part of VMCT, so I’m excited to be an integral part of SCC,” said Arseneau. “It’s a high quality, dedicated organization that has provided incredible opportunity for harvest communities in Brazil.”

Arseneau hails from Sterling, Illinois and graduated from the University of Denver in 1985 with a B.S. in Business and Hotel Management. He then moved to Boston to work for the Stouffer Hotel and Resort Group, where he met VMCT co-owner Chris Chantler. Arseneau moved on to do marketing for the Coffee Development Group (CDG), a non-profit organization funded by the International Coffee Organization (ICO) in London. Here, Arseneau gained extensive insight and experience working from the farmer to the consumer.

Arseneau, with co-owner Chris Chantler, founded the The Daily Grind Coffee Company in 1989. The Daily Grind grew to four coffee houses four years, indicating the need for a premium coffee roaster. Vail Mountain Coffee Roasters opened in 1997 as a leading, premium coffee roasting company. With the addition of tea to the product line in 1995, the entity became Vail Mountain Coffee & Tea Company. Arseneau serves as President of VMCT, overseeing all areas of operations, service, distribution and coffee buying.

Socially Conscious Coffee (SCC) was created by Denver resident Stephanie Palm Neves in 2002 to assist coffee harvesters and laborers in Brazil, the world’s largest coffee producer. The majority of these workers and their families live in remote and underdeveloped regions with limited infrastructure, schools, services, and transportation. The coffee harvesters work very hard, but historically, had few opportunities to gain an education, obtain health care, or develop diverse workforce skills needed to build a better future for themselves and their children. Without assistance, these families would continue to face a cycle of illiteracy, poor health, and poverty.

In 2004 SCC built a school and community center, called the Centro Rural Educafé in Portuguese, in Bahia, Brazil. By building a school on a coffee farm, SCC educates the region's children and provides community education on health and hygiene practices, disease prevention, water and food safety, and environmental stewardship. SCC is expanding its programs to serve thousands more children and families. The vision of Socially Conscious Coffee is to create sustainable prosperity with coffee harvesters, their families, and their communities around the world. For more information, visit [www.sccoffee.org](http://www.sccoffee.org).

“Craig brings a wealth of experience, leadership and expertise to our Board of Directors from his work in the industry and at Vail Mountain Coffee & Tea Company,” stated Stephanie Palm Neves, Executive Director of SCC. “He is a huge asset and we are very excited to bring him into the SCC family.”

VMCT and SCC have been working together to raise money for SCC since 2007. In that time, VMCT has donated nearly \$6,000 to the organization, which has helped to fund teacher salaries and school supplies.

Vail Mountain Coffee & Tea Company – quality, freshness and sustainability with 20 years experience in the coffee and tea industries. For more information, please call (970) 827-4008 or visit [www.vailcoffee.com](http://www.vailcoffee.com).

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