



## Coffee Enterprises

*Protecting Investments in Coffee & Tea Quality Since 1992*

### **Daniel C. Cox**

Mr. Cox is President and Owner of Coffee Enterprises, which is located in Hinesburg, Vermont. Founded in 1992, Coffee Enterprises is an industry leader providing consulting services, business intelligence, and laboratory technical services specializing in quality control, product development, and specification creation for coffee, tea, cocoa and other related products.

Dan is a leading authority on the coffee and specialty coffee industries and brings to bear over 37 years of practical experience in management, roasting, cupping, product development, and marketing. US Patent issued July 11, 2000 Des.427,746 for Coffee Bean Confection (Ice Cream Bean Pop).

Beginning as the first full-time employee, Dan ultimately became Vice President/Partner at Green Mountain Coffee Roasters (Waterbury, VT). From 1981 until 1992 he was primarily responsible for their sales growth and national recognition.

Mr. Cox has written for numerous trade journals and has been a consultant in many consumer media venues including CNBC's *Street Signs*, Good Morning America, Good Morning Guatemala, Fox News, National Public Radio, USA Today, Business Week, The Chicago Tribune, Seattle Times, Boston Herald, China Global Network News, and many others. He has taught seminars on "How to Cup Coffee" at the prestigious Culinary Institute of America in New York and New England Culinary Institute in Vermont.

From 1984-1987 Dan was elected to three consecutive terms as national co-chairman of the Specialty Coffee Association of America, and was elected again in 1998-99 as Secretary/Treasurer. He was honored with both the SCAA's Distinguished Service "Man of the Year" Award as well as the organization's highest award the "Lifetime Achievement Award." Dan continues to be a featured speaker at their annual convention.

In 1989 Dan was Chairman of the Coffee Development Group, the US marketing arm for the International Coffee Organization based in London. In 1994 he was elected the first Chairman of the Board of Advisors for Coffee Kids, an international non-profit organization dedicated to helping children of coffee producing countries. In 1998 Dan was elected as one of nine Trustees of the newly formed Specialty Coffee Institute based in Long Beach, CA. The name has been changed to Coffee Quality Institute and in 2004 Dan was appointed Chairman of the Board of trustees.

Dan is the co-founder and president of Grounds for Health, a non-profit organization bringing health care to women in coffee producing countries. Since its inception in 1996, Grounds for

Health programs have resulted in more than 100,000 women screened, more than 4,000 women treated and clinical training for more than 600 healthcare providers. Grounds for Health has been recognized by the Specialty Coffee Association with the 2011 Sustainability Award, and by the National Coffee Association of US for their inaugural Origin Charity of the Year Award in 2018.

Dan has led coffee groups on three international tours of nine coffee-growing regions in Africa, Central America, Hawaii, and Jamaica. Through his publications in numerous trade and consumer journals and public presentations, he is nationally known as a resource for coffee information and trends. He has visited 22 coffee producing countries and over 170 coffee roasting plants throughout the world.

In 2007, Dan was the second American to pass the rigorous exam becoming a Licensed Q Grader, one of approximately 400 in the USA, with only about 5,500 worldwide as of 2017.

In 2013, Dan Cox authored published his first book, *Handling Hot Coffee: Preventing Spills, Burns, and Lawsuits*. The second edition, *Handling Hot Beverages* will be published in late 2018.

*Handling Hot Beverages* expands on the information presented in the first book discussing and defending industry standards for hot beverage temperatures along with the most current information on burn and spill prevention, product liability, and the history of coffee-spill lawsuits. New information includes operational guidelines to better prevent spills and burns.

Dan graduated with a BA degree from Norwich University in Vermont, and was inducted into their Athletic Hall of Fame.

Along the way, Dan has served as a Captain (Infantry) in the Army, worked as an Emergency Medical Technician/ambulance, and has been elected a Justice of the Peace