



# Business for Breakfast

Thursday, October 14, 2010 | 7:30—9:00 a.m.  
Washburn University Bradbury Thompson Center

Danny O’Neill, Founder and President



**O**n Nov. 22, 1978, Danny O’Neill picked his first batch of coffee beans in the mountainous, coffee-growing region around the Poás volcano while studying abroad in Costa Rica. Right then and there, he fell in love with the country, the people and the coffee—especially the coffee.

Fifteen years later in 1993, Danny, an Iowa State graduate, founded The Roasterie in his basement of his home in one of Kansas City's great neighborhoods, Brookside. Since then, The Roasterie has become one of the most renowned specialty coffee roasters in the nation. In 2005, The Roasterie Café was opened back in Brookside.

- The Roasterie supplied freshly roasted specialty coffee to an estimated one million customers in 2007.
- The Roasterie has received more No. 1 ratings on CoffeeReview.com than any other roaster in the nation.
- The Roasterie imports only 100 percent Arabic Specialty Grade coffees from more than 25 different producing countries.
- Each coffee bean purchased by The Roasterie has been picked by hand.
- The Roasterie is a strong advocate for Fair Trade, Rainforest Alliance, Organic, Smithsonian and more.