



News Release  
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## **Brew-tiful Brew Welcomes Washington U**

*The St. Louis based coffee will be provided to Washington University students returning for the Fall 2025 semester*

ST. LOUIS (July 27, 2025) -- Brew-tiful Brew today announced that they will be donating their new Light Roast Coffee to Washington University to provide students an energy boost as they return for the Fall 2025 semester. On August 1, 2024, Brew-tiful Brew will deliver their coffee to Washington University. The university will serve the coffee during Welcome Week from August 16 to August 23.

According to the Clinical Nutrition journal, 92 percent of college students reported consuming caffeine within the last year. Brew-tiful Brew's Light Roast Coffee contains approximately 30.2 milligrams of caffeine per fluid ounce, nearly doubling the caffeine content of competitors' product.

"The beginning of a semester can be an exhausting and stressful time," said CEO Becky Vommer. "We wanted to team up with a local university to show our support for the next generation of our work force. We hope that providing a warm welcome will start the incoming students at Washington University off on the right foot."

Brew-tiful Brew's Light Roast Coffee, made from arabica beans, contains zero additives, zero carbs, zero protein and is free of fiber. The coffee is fortified with electrolytes in small batches. Roasted in small batches to ensure freshness and preserve a rich taste, the Light Roast Coffee has a flavor profile of dark chocolate, cherry and vanilla.

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Brew-tiful Brew

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“We pride ourselves on the integrity of our products,” said Master Roaster Lisa Kroeger. “Not only are our products delicious, but also eco-conscious and health conscious. We’re proud to be both certified USDA Organic and certified Fair Trade.”

Brew-tiful Brew Light Roast Coffee will be available for purchase online at [brewtifulbrew.com](http://brewtifulbrew.com) beginning August 1, 2025. A five pound bag of whole-bean coffee retails for \$60, an eight ounce bag of ground coffee retails for \$12 and a package of 20 K-cups retails for \$20. 10 percent of profits will be donated to support food banks on college campuses.

### **About Brew-tiful Brew**

Brew-tiful Brew is a specialty-online coffee roaster based in Saint Louis. Brew-tiful Brew crafts high caffeine coffee fortified with electrolytes. Their mission is to connect coffee drinkers with those who produce and roast the beans. The coffee is roasted in small batches to give customers the freshest brew possible. Find out more at [brewtifulbrew.com](http://brewtifulbrew.com) or @BrewtifulBrewCo on Facebook, X (formerly Twitter) and Instagram.

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