Crimson Cup Partners with Aramark to Perk Up Campus Coffee at Kent State University

A new partnership between Aramark and Columbus roaster Crimson Cup Coffee and Tea has brought fresh-brewed, sustainably roasted coffee and new frozen and blended drinks to Kent State University. Crimson Cup blended improved equipment, training and a commitment to engage with the student body into the recipe for a great college coffee program.

COLUMBUS, Ohio (PRWEB) April 11, 2019 -- In the summer of 2018, change was brewing for coffee lovers on the Kent State University campus in Kent, Ohio. A new partnership between Aramark and Columbus roaster Crimson Cup Coffee & Tea brought fresh-brewed, sustainably roasted coffee and new frozen and blended drinks to campus dining.

Aramark became Kent State’s preferred dining partner in 2017. By early 2018, Aramark Catering Manager Aimee Huard and others had selected Crimson Cup as the new campus coffee provider.

“Previously, Kent State served coffee that was delivered as a liquid concentrate and then heated or poured over ice,” said Crimson Cup Field Specialist Amber Raffeld. “Aimee was looking for better quality coffee from a local partner. She also wanted sustainably-sourced products, streamlined operations and controlled costs.”

Crimson Cup blended improved equipment, training and a commitment to engage with the student body into the recipe for a great college coffee program. By August 2018, the transition was complete.

On the main Kent State Campus, students and faculty enjoy Crimson Cup brewed coffee in Catering, The Market, Rosie’s, Munchies, Prentice Hall, Eastway Center, Dix Stadium, MAC and Rec Center, which also serves iced and frozen coffee drinks. Remote branches in Tuscarawas, Salem, Twinsburg, Ashtabula, Trumbull, Stark, East Liverpool, and the College of Podiatric Medicine serve brewed coffee.

“Campus coffee drinkers almost universally prefer our fresh-brewed coffee,” Raffeld said. “We’ve also seen an interest in learning about sustainable sourcing and our relationships with the smallholder coffee farmers who grow our coffee.”

During Campus Sustainability Month in October 2018, Crimson Cup participated in a Fair Trade Coffee Event hosted by University Dining Services. Students learned about sustainable coffee sourcing while sipping coffee that was Fair Trade and Rainforest Alliance certified.

“The fresh-brewed option has been well received compared to the liquid concentrate, and overall, I think the efficiency has improved in terms of brewing for events,” Huard said.

“Crimson Cup looks forward to continuing our support of Aramark’s goals at Kent State University – of serving better quality, sustainable products, building local relationships, engaging the student body, streamlining operations and controlling costs,” Raffeld said.

About Crimson Cup Coffee & Tea

Columbus, Ohio coffee roaster Crimson Cup Coffee & Tea is Roast magazine’s 2016 Macro Roaster of the
Year. Since 1991, Crimson Cup has roasted sustainably sourced craft coffee in small batches, sold directly to consumers and as wholesale coffee beans. Through its 7 Steps to Success coffee franchise alternative program, the company also teaches entrepreneurs to run successful coffee houses. By developing a coffee shop business plan, prospective entrepreneurs gain insight into how much it costs to open a coffee shop. Crimson Cup coffee is available through more than 350 independent coffee houses, grocers, college and universities, restaurants and food service operations across 37 states, Guam and Bangladesh, as well as the company’s own Crimson Cup Coffee Houses. To learn more, visit crimsoncup.com.
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