



Speciality Coffee and Tea Meets Social Impact Company BLK & Bold Announces Brand Expansion

The First Black Owned Nationally Distributed Coffee Brand Unveils New Headquarters, Announces B Corp Status and New Product Release

Des Moines, IA – August 27, 2020 – BLK & Bold, the first Black-owned nationally distributed coffee brand, unveils new headquarters and announces the achievement of highly coveted B Corp status, the gold standard of ethical and sustainable business practices.

Accommodating the purpose driven brand's cataclysmic growth since its 2018 launch, BLK & Bold unveils a new 10,000 sq ft headquarters nestled in the brand's hometown of Des Moines, IA. With a dedicated space for sample roasting, cupping, research and development, plus quality control efforts, BLK & Bold is positioned for major expansion.

The new headquarters will help drive local economic vitality and job growth, with over 15+ upcoming job openings being sourced from within the community. It will also allow for expanded support for BLK & Bold's For Our Youth program, of which 5% of all profits are contributed to initiatives that support improving the lives of youth in underserved communities.

"We are humbled and grateful to experience this kind of growth, especially during such a tumultuous time, where we know minority owned businesses are disproportionately affected," said Rod Johnson Co-Founder and CMO of BLK & Bold. "Being 100% self funded, we are extremely proud to be achieving milestones such as a new headquarters that can accommodate our growing business and achieving B Corp status- where out of 2,000 companies only nine have self-identified as Black owned."

The freshest brew-on-the-go coffee on the market, Steeped Coffee in flavors Limu and Rise & Grind debuts in Target stores and Target.com September 2020. In collaboration with co-packer Steeped Coffee, BLK & Bold brings innovation, sustainability and convenience to the coffee category, with fully compostable individual bags that are nitro sealed for maximum freshness.

"We are thrilled to be furthering our partnership with Target through the release of our new Steeped Coffee flavors in Target stores and Target.com," said Pernell Cezar Co-Founder of BLK & Bold. "Our Steeped Coffee is truly disrupting the single use coffee category, with a fully compostable delivery

system that allows for rich flavor and a micro roasted specialty coffee experience without sacrificing sustainability.”

BLK & Bold is currently the number one selling coffee brand on Amazon and a top seller at Target. A mission driven brand from inception, BLK & Bold’s portfolio now features seven coffee products and 14 tea varieties.

ABOUT BLK & Bold:

Founders, Pernell Cezar & Rod Johnson, created BLK & Bold with a desire to make purpose popular. They welcome the obligation to equip young people with tools to live their best lives and overcome familiar unfortunate circumstances by turning a daily ritual, enjoying a cup of coffee & tea, into a means of giving back. BLK & Bold pledges 5% of its profits to initiatives aligned to sustaining youth programming, enhancing workforce development, and eradicating youth homelessness.

For More Information: www.BLKandBold.com

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