Iowa born and raised

Walking beans, detasseling corn, baling hay and fixing fences in small town Denison, Iowa.
February 11, 1978 – Accepted to AFS and moves to Costa Rica

As a senior in high school, Danny is accepted into the AFS program and lives in Costa Rica for a year. He fell in love with the culture and environment.
Earned B.A. from Iowa State University
Rejection from the CIA
1983 – Moved to Omaha for regional sales job

Danny began traveling for work with frequent trips to the company headquarters in Seattle, WA.
Danny travels to Russia, reads “Odyssey” and takes a leave of absence clause from work.
Move to Kansas City

Danny earned his MBA from the Rockhurst University Executive Fellows Program.
September 26, 1993 — Danny roasted his first batch of coffee...in his Brookside basement.
...and his house turns into a coffee factory
December 7, 1993 — Roasterie makes first sale

An espresso cart for KU Medical Center.
March 6, 1994 — Normy joins The Roasterie

“Stormin’ Norman” Killmon is the first official hire of The Roasterie as Master Roaster.
July 10, 1994 — The Roasterie moves out of the basement

Moved to 1519 Cherry St. and added a 48lb Sivetz roaster.
December 9, 1995 — The Roasterie grows and relocates

The company outgrew the Cherry St. factory and moved to 2601 Madison St. A 150lb roaster is purchased.
He learned from local mentors along the way
2000 — Danny travels to Lebanon (and gets introduced to Carla)
October, 2005 — Let’s just say.. it was a busy week

October 10
Danny’s son, Terry, was born

October 17
First café opens in Brookside

October 20
Moved to 27th St. factory
The Roasterie hoists a historic DC-3 airplane to the roof of the factory plant, symbolizing the exploration of the best coffee in the world, Kansas City’s strong aviation history, the American spirit and the adventure of The Roasterie.
Customers are invited to tour the factory and watch coffee production, while also enjoying the café experience and bean hangar space.
April, 2015 — Purchased Loring Roasters

With new, state-of-the-art roasting technology, The Roasterie increased their ability to dial in on roast profiles.
December 28, 2016 — The Roasterie cans first Cold Brew

A canning line and brew house were added to the factory and The Roasterie began selling an all-natural line of canned cold brew coffee.
The Roasterie Today: 9 café locations
The Roasterie Today: Licensed café’s across the midwest
The Roasterie Today: Expanded factory experience
The Roasterie Today: Hosting events at factory and café’s
The Roasterie Today: Out and about in the community
The Roasterie Today: Local collaborations and innovations
So what?
The Roasterie has been able to give back, connect and make a difference.
And after thousands of donations to charities throughout the community and across the globe, The Roasterie has focused on two organizations very close to their heart.
..this is the so what.
Thank you.