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PRESS RELEASE

Brad Fassbender of Ave Maria had a dream as he worked as a coffee bean picker during a missionary trip to Honduras.

Fassbender, who ditched a finance career for life as a missionary, wanted to partner with as many coffee growers around the world as he could to bring families, farmers and communities out of poverty, while offering coffee lovers the best quality coffee beans from around the world.

In 2017, he incorporated [Guadalupe Roastery](#), a coffee roasting and import cooperative and joined the Florida Culinary Accelerator @ Immokalee in June 2018. His coffee roaster, Andrew Natali, roasts the coffee there and works as his chief business developer.

By purchasing Guadalupe Roastery coffee, which buys directly from small farmers, buyers are supporting families, farmers and a non-profit, [Guadalupe Gardens](#), a missionary in Nicaragua. Fassbender purchases the coffee for about 80 cents more per pound than Fair Trade certified prices.

The roastery's motto? Change your coffee, change the world.

On Saturday, after three years of building his dream and five months of negotiations, Fassbender will sign a major deal with a venture development team that includes several Ave Maria University graduates, millennials who are working in the business and CPA fields. Fassbender can't disclose how much the investment totals, or who heads the venture group, but everyone involved will have an equity stake in Guadalupe Roastery.

The deal will take place from 9:30 a.m. to 10 a.m. at the Naples Accelerator, 3510 Kraft Road, Ste. 200, Naples, where Fassbender and the head of the venture development group can answer questions.

"I'm excited just working with them," Fassender said. "It will simplify the supply chain. They love the business model and see an opportunity selling directly to the consumer. Coffee shops are their workspace and they live on their computers and phones, so it's a good match."

The deal will help Fassbender to reduce prices by offering a tiered price structure based on the coffee's country of origin. The team will help update his website, make online purchasing and checkouts easier, and provide Search Engine Optimization services.

Guadalupe Roastery offers organic and other coffees from Guatemala, Nicaragua, Brazil, Colombia and Ethiopia. The roastery's \$13.95 monthly coffee club allows buyers to choose their coffee, which will be delivered to their doors, and support a non-profit of their choice, including Guadalupe Gardens.

The business has been operating with just Fassbender, his wife Taresa, who does the social media, Natali and Tom Pinter, a silent partner. As part of the deal, Pinter will become chief operating officer.