



## Two Names No More: Batdorf & Bronson Becomes Dancing Goats Coffee in Company Rebrand

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The last time you stopped at Dancing Goats Coffee, you may have noticed two major names appearing, Dancing Goats Coffee as well as Batdorf & Bronson Coffee Roasters. The two have had a long-time connection, and that is because the coffee shops and the roastery are owned by the same people. Soon, coffee connoisseurs and the company can both enjoy the simplicity of one name for it all. The coffee, the roastery and the retail spaces are all named Dancing Goats Coffee. But coffee lovers be rest assured, nothing is changing about your favorite cup of Joe.

Customers may have already noticed many overlapping details. The little corolla flower on the blue Dancing Goats Coffee cup is the same little flower on the bags of Batdorf & Bronson coffee beans. The logo of a dancing goat character appears on the bag of Dancing Goats blend. There are paintings of goats on the walls and Batdorf & Bronson coffee signage. The details are all testaments to a connection between a great coffee and a great coffee roastery.

Both retail and wholesale locations and interactions will reflect the rebranding. The effort will help streamline the two names and connect it all to the current owners as well as the story behind the coffee's initial discovery. "The costs and effort to support two brands has always been a challenge for us," says President and COO of Challain Incorporated Dave Wasson, "so the move to one brand made the most sense for us, long-term. What it really came down to was what our customers want and need. The support and love our customers have shown to our Dancing Goats Coffee Bars have shown us it is the brand name that they prefer. We're excited about the brand change and how streamlining our brands will better serve our customers."



The names Dancing Goats Coffee and Batdorf & Bronson Coffee Roaster have had a long-time connection, and that is because the coffee shops and the roastery are owned by the same people. Photo courtesy: Dancing Goats Coffee

## Dancing Goats

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The legend behind the good coffee comes from Ethiopia's early history, in the 9th century, that Kaldi the goatherd noticed his goats bounding around with lots of energy, dancing. They had eaten a little red fruit from a bush nearby, which was the coffee. The story and the name are endearing and memorable. After a transition period, all platforms will carry the name Dancing Goats Coffee. Customers can be reassured that the coffee they love, the beans they buy and the locations they love to visit will all retain the same high quality. Even the cheery, sky-blue cup with the coffee flower will preserve its happy look.

Dancing Goats has been in Olympia for more than 30 years, starting as the Dancing Goats Espresso Company opening in 1988. When Larry and Cherie Challain opened their Fourth Avenue coffee bar, they featured coffee made from Batdorf & Bronson roasted beans. The Challains had a great passion for serving good coffee and that turned into one for roasting as well, so they bought the well-recognized roasting company. They continued to build relationships with their growers, and business went forward, full steam ahead. A second Batdorf & Bronson roaster was opened in Atlanta, Georgia as an effort to provide freshness for the cross-continent orders. Back home in

Olympia, the Challains purchased a bigger roastery, opened a tasting room to the public and offered coffees from their major growing areas. It was in 2000 that Dancing Goats Espresso Bar began to take off. A second Olympia location opened, and the company's dancing goat icon was commissioned to local artist Nikki McClure.



Dancing Goats has been in Olympia for more than 30 years, starting as the Dancing Goats Espresso Company when Larry and Cherie Challain opened their Fourth Avenue coffee bar in 1988. Photo courtesy: Dancing Goats Coffee

## Continued Goodness

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The Dancing Goats Coffee company is on a roll with good things. From their roots and practices of building relationships with their coffee growers to taking great care in training baristas, the intentions for quality run deep. Even the blue cup is representative of their sustainability efforts. Since 2000, the company has been making accomplishments in reducing waste and conserving resources. Recyclable cup holders and compostable to-go cups enable customers to have a product that is fit for a zero-waste receptacle.



Dancing Goats Coffee has locations in Tacoma, Lacey, Olympia, Saint Petersburg in Florida and even in Atlanta, Georgia. Photo courtesy: Dancing Goats Coffee

From its beginnings on 4th Avenue in Olympia to its locations in Saint Petersburg, Florida and Atlanta, Georgia to closer to home in Tacoma, the popular coffee and brand has resonated with the public. The blends, espresso, decaf and single-serve favorites, wholesale and retail will remain, and the change customers can expect is simplicity going forward with names. It will all be Dancing Goats Coffee. So, it's good vibes all around with great coffee, a single catchy name, sustainability for the environment and adorable goats. Stop in for your favorite coffee drink.

Scan the QR for locations!



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