

COLLEGE COFFEE LLC

DETAILED CAPABILITY STATEMENT

Premium coffee. Branded engagement. Community impact.



NMSDC-CERTIFIED MBE

UEI	CAGE	TN eDISON	SAM.gov	MBE	NAICS
U9DVYM3AHKA5	13G43	0000293341	Active	NMSDC Certified	311920

COMPANY OVERVIEW

College Coffee LLC is an **NMSDC-certified Minority Business Enterprise (MBE)** and premium coffee and branded-engagement company built to help institutions turn an everyday product into a platform for connection, gifting, fundraising, storytelling, and community impact. Our model combines a distinctive four-roast portfolio with centralized U.S.-based roasting, packaging, inventory support, and direct fulfillment.

CORE COMPETENCIES

- Packaged coffee supply: premium branded coffee for offices, hospitality, events, gifts, retail, and recurring institutional needs.
- Custom-branded coffee programs: program design, packaging coordination, product storytelling, and campaign support, subject to trademark/licensing approval.
- Employee, executive & donor gifting: coffee-centered gift bundles, welcome kits, recognition gifts, and event packages.
- Fundraising programs: product-based campaigns with defined offers, fulfillment pathways, and trackable promotional codes.
- Event & conference activation: branded product displays, sampling concepts, merchandise, and turnkey outreach materials.
- E-commerce & fulfillment: direct-to-consumer and direct-to-recipient order handling through established commerce and fulfillment infrastructure.

INSTITUTIONAL USE CASES

- Administrative offices, conferences, meetings, hospitality, and recurring workplace coffee programs.
- Employee appreciation, executive gifts, donor stewardship, speaker gifts, welcome kits, and special-event packages.
- Campus bookstores, alumni programs, athletics, student organizations, and auxiliary services.
- Corporate supplier-diversity initiatives and procurement programs seeking certified MBE participation.
- Government, nonprofit, workforce-development, and community environments where packaged coffee, gifting, or fundraising fits approved procurement channels.

PRODUCT PORTFOLIO

- Campus Blend™ - light roast
- Alumni Roast™ - medium roast
- Campus Dark™ - medium-dark roast
- Dean's Cup™ - dark roast
- 12 oz. packaged coffee
- Gift-ready configurations
- Branded merchandise
- Planned single-serve formats

WHY COLLEGE COFFEE

- Certified supplier-diversity credential: NMSDC-certified MBE.
- Identity-driven demand built around students, families, alumni, employees, and fans.
- Turnkey structure from concept and packaging through commerce and fulfillment.
- Flexible entry points: start with gifting, office supply, events, or fundraising, then scale.
- Founder-led operational discipline backed by 19+ years in distribution, inventory, transportation, quality, safety, and process improvement.
- Procurement readiness: active federal registration, Tennessee supplier record, and commercial insurance in place.

DELIVERY & COMMERCIAL READINESS

- Established U.S.-based roasting and fulfillment relationship
- GS1-assigned, scan-verified UPC structure for four core products
- Active direct-commerce infrastructure and Amazon seller approval
- Initial retail packaging platform designed for multi-product expansion
- Centralized brand standards and repeatable activation materials
- Commercial insurance in place for licensing and buyer requirements

COLLEGE COFFEE LLC

INSTITUTIONAL DELIVERY MODEL & PROGRAM ARCHITECTURE



HOW AN ENGAGEMENT CAN START

1	2	3	4
DISCOVER	DESIGN	PILOT	MEASURE & SCALE
Confirm buyer, audience, use case, volume, budget, compliance, and brand requirements.	Select roast, format, packaging, message, campaign structure, and fulfillment pathway.	Launch a controlled office, event, gifting, fundraising, or community-engagement program.	Review orders, participation, feedback, operational fit, and expansion opportunities.

PACKAGED COFFEE PROCUREMENT	BRANDED GIFTING	FUNDRAISING & COMMUNITY
Four-roast assortment; office, meeting, hospitality, event, and retail applications; case-volume and recurring-program discussions.	Employee, executive, speaker, donor, client, and volunteer recognition; welcome kits; conference and special-event packages.	Product-led campaigns for schools, teams, nonprofits, and community partners; trackable codes and defined fulfillment options.

CURRENTLY OPERATIONAL

- College Coffee brand and four named roast offerings
- Commercial packaging platform and GS1 product identification
- E-commerce sales infrastructure
- Roasting, packaging, warehousing, and fulfillment pathway
- Conference/vendor-table activation assets and merchandise
- Federal and Tennessee procurement registrations
- NMSDC-certified Minority Business Enterprise status
- Commercial insurance coverage in place

CONTROLLED DEVELOPMENT PIPELINE

- University-branded programs: only after institutional and trademark/licensing approval.
- College Coffee Network™: planned storytelling and media layer.
- College Kids Network™: planned university-linked youth and family community-engagement platform - not a program for marketing coffee to children.
- Expanded fundraising system: pilot-first model designed for documentation, reporting, and replication.
- Single-serve products: format expansion subject to production validation and launch readiness.

LEADERSHIP & EXECUTION CAPABILITY

Derrick Jordan, Co-Founder & Managing Member - operations and supply-chain leader with more than 19 years of experience spanning distribution, inventory control, transportation, quality, safety, workforce leadership, project execution, and continuous improvement. Professional development includes a BBA in Management, Project Management Professional (PMP), Lean Six Sigma Black Belt and Master Black Belt training, executive supply-chain development, business analysis, data analytics, and AI strategy/governance coursework.

PROCUREMENT & ORGANIZATIONAL STATUS

NMSDC

Certified Minority Business Enterprise (MBE)

Federal

SAM.gov active

UEI

U9DVYM3AHKA5

CAGE

13G43

Tennessee

eDISON approved supplier

Supplier ID

0000293341

Industry Access

NACAS Business Partner Member

Ownership

50/50 family ownership; Black and Hispanic ownership

Entity

College Coffee LLC; TN Control No.

002023701

Classification

NAICS 311920

RECOMMENDED FIRST CONVERSATION

"How does your organization currently purchase coffee, employee or executive gifts, event products, and community-engagement items - and which of those categories offers the best path for a controlled pilot with an NMSDC-certified MBE supplier?"

Derrick Jordan, LSSMBB, PMP | Co-Founder & Managing Member
derrick@collegcoffee.co | www.collegcoffee.co | (615) 931-0021

**NMSDC-CERTIFIED
MINORITY BUSINESS ENTERPRISE**

Principal Office: 925 S Church Street, Ste B200-133, Murfreesboro, TN 37130

Important: Product formats, prices, minimums, lead times, custom branding, and licensing are finalized by written scope. No university or third-party marks are used without authorization.