



Dan Cox & Associates

DANIEL C. COX

1992 – Present	President/Owner D.C. Enterprizes, Inc., Hinesburg, VT dba Coffee Enterprises dba Coffee Analysts dba Tea Analysts
1992-1993	Vice President Specialty Coffee Holdings, Concord, NH
1981 – 1992	Executive Vice President/Principal Green Mountain Coffee Roasters, Waterbury, VT Primarily responsible for sales and marketing

CONTACT INFORMATION:

110 Riggs Road
Suite B
Hinesburg, VT 05461
phone: 802.865.4480
fax: 802.865.3364

PROFESSIONAL AFFILIATIONS

2008 – 2012	Mars Drinks Council, Industry Expert
1996 – Present	Grounds for Health, Founder/ Chairman
2004 – 2006	Coffee Quality Institute, Chairman of the Board
1998 – 2003	Coffee Quality Institute, Trustee
1998 – 1999	Specialty Coffee Association, Secretary/Treasurer
1991 – 1996	Coffee Kids, Advisory Board Chairman
1988 – 1989	President, Coffee Development Group of the ICO
1984 – 1987	Specialty Coffee Association of America, President - 3 terms

AWARDS

2012	Receives the prestigious honor of Lifetime Achievement Award from the Specialty Coffee Association of America (SCAA)
2007	Licensed Q Grader
2004	Recognized as one of the top 25 Individuals Who Shaped the Specialty Coffee Industry by <u>The Gourmet Retailer</u> , September 2004, Vol. 25
1993	Awarded "Distinguished Service Man of the Year" by SCAA
2013	Inducted into Norwich University Hall of Fame

PUBLISHED WORK

Dan Cox publishes *Handling Hot Coffee: Preventing Spills, Burns, and Lawsuits* **2013**

Handling Hot Coffee discusses and defends industry standards for hot beverage temperatures along with the most current information on burn and spill prevention, product liability, and the history of coffee-spill lawsuits. *Handling Hot Coffee* is a comprehensive resource with a twofold purpose: aid the coffee industry in maintaining high quality standards and provide guidelines to prevent spills, burns, and lawsuits.

Dan has written over 45 articles in various trade journals.

REFERENCE SOURCE

Mr. Cox has been used regularly as an industry insider and appeared on *China Global's Television Network* on September 2017. On February 24, 2014, Dan was on CNBC's *Street Signs* to discuss the situation in the coffee futures market and in 2013 on CNBC to discuss "The Buzz Around McDonald's Coffee", on FOX News Tampa at the SCAA in 2013, *Good Morning America*, *National Public Radio's Marketplace*, *Good Morning Guatemala*, the *BBC*, and in USA Today, Business Week, The Chicago Tribune, Yankee Magazine, The Gourmet Retailer, and Specialty Food Merchandising and NPR.

Mr. Cox is commonly used by the investment community on all things coffee.

LECTURER

- Keynote Speaker at the following venues:
 - NAMA (National Automatic Merchandising Association) Dallas, TX November 2014
 - Entrepreneurship Presentation, Norwich University, May 2014
 - IWCA (International Women's Coffee Alliance) III International Convention, Guatemala, January 2013
 - Entrepreneurship Presentation, Skidmore College, April 2012
 - Eastern Africa Fine Coffees Association (EAFCO), Keynote Speaker, Kigali, Rwanda. February 2009
- Dire Dawa, Ethiopia, Led a week-long course on cupping and technical coffee tasting, February 2009

- Takasago Symposium in Japan: Featured Speaker. September 2008
- Delivered a presentation on “Coffee as an Ingredient.” This is a tri-annual event and brings top scientists and authorities on specific topics together to discuss the latest advances in chemistry and marketing of ingredients.
- Canadian Coffee Association in September 2008. In Toronto, Canada, gave the highlight address to the Canadian Coffee Association’s annual convention. Dan’s topic was “New Products, Trends and Marketing
- Keynote Speaker “Let’s Talk Coffee” Costa Rica October 5 – 8, 2007, an international coffee gathering, with 205 attendees from 22 countries, to discuss issues and next steps on the impact of climate change on coffee production, and to expand the network of farmer support through pre-harvest trade credit partners.
- International Coffee Organization's Annual Meeting, London, UK 2005
- "Good Morning Guatemala" Radio Interview 2005
- 15th Guatemalan Coffee Congress, Guatemala, C.A. 2004
- Tea & Coffee World Cup Symposium, Amsterdam, 2001
- Canadian Coffee Association’s Annual Convention, 1999, 2000, 2005
- Loyola University Hot Coffee Burn/Spill Seminar, Chicago, 1999
- Specialty Coffee Association of America Annual Convention: 1988 – 1990, 1992 – 1996, 1999, 2014
- Café Colombia, Bogota, Colombia, 1997
- Wine Spectator’s Wine Weekend & Cigar Aficionado’s Big Smoke, 1995-1997
- World Specialty Coffee Conference & Exhibition, Vienna/Venice, 1995
- National Association for Specialty Food Trade, 1993
- Fancy Food Show, Washington, DC, 1992
- New England Fine Foods Expo, 1990 – 1991
- National Association for Specialty Food Trade Annual Meeting, 1987
- Jamaican Exporters Expo, Kingston, Jamaica, 1985

EXPERT WITNESS

- 2019 - Tapia, Kylie, et al. v Krispy Kreme Doughnut Corporation, Golden Gate Doughnuts LLC **Case No.: 17CV306701**
- 2019 - Deruyver v. Omni La Costa Resort & Spa **Case No.: 17-cv-00516-H-AGS**
- 2019- Susan Maughan v. McDonald’s Restaurants of Washington, Inc. **Cause No.: 17-2-28264-2 KNT**
- 2019 - Sylvia Cardozo v. Jack in the Box Inc., et al **Case No. BC650346**
- 2019 - Garcia-Torres v California Food Management, Inc., **Claim# 013415-GG, File# 17-025717 Case #: RIC 1722494**
- 2018 - Sarah Wofford v. Abilene Coffee Management **Case NO. 27123-B**
- 2018 - Samantha Montemayor v Chick-Fil-A; **File No. CFA.23145**
- 2017 - Hinojosa v. Monterey Hotel **Case No.: M13374**
- 2017 - Christopher Romano v. Starbucks Corporation **Case No.: CACE 16-000147 (04)**
- 2017 - Mildred Gilmer v. Majmar Chamblee and McDonald’s USA, LLC **Civil Action File No. 16A60843**
- 2017 - Julissa Piatt v. Vicky’s Bakery Café @ Westfork, LLC **Case No.: CACE 15-011198 Claim No.: 123968**
- 2016 - Julie Garcia v. Starbucks and International Paper **Case No.: 15CV30905**
- 2016 - Tisdale vs. Trident Medical Center, LLC, et al., **Civil Action No. 2015-CP-10-01791.**
- 2015 - Oren Amirian, a minor, by his guardian ad litem, Rozita Amirian v. International Coffee & Tea **Case No.: BC507618**
- 2015 - Clevon Ford v. Tands, Inc. **Case No.: 15 CVS 336 (Craven)**
- 2015 – Boris Khanimov vs. McDonald’s Corporation, McDonald’s Restaurants of New York **Index#: 20114/07**
- 2015 - Teresa Graham v. Yum Yum Donut Shop, Inc. **Case No.: BC515887**
- 2015 - Janice Middleton v. Chick-fil-A, Inc. **Civil Action File No.: CV-2014-0167**
- 2014 - Tysheda Thompson vs. Burger King **Case No.: 01639**
- 2014 - Nayomi Callendar vs. Highland Donuts LLC **Index # 2014/3277**
- 2014 - Keoina Ford vs. Pacific Coast Taco, Inc. **Case No.: BC516925**
- 2013 - Lois Rizzieri vs. JSR Donuts, Inc. Superior Court Division **File No. 12 CVS 1529**
- 2012 - Karen Giza vs. Starbucks Corporation t/a Starbucks Coffee Company **Civil Division No.: GD-03-7793**
- 2011 - Phyllis Hall vs. Starr, Inc., t/a Nuts About Chocolate **Case No. CLOO-1438**
- 2011 - Riffat Qureshi vs. Starbucks Coffee Company **Civ.2146 (RUS) (HP)**
- 2010 - Gerald D. Colbert vs. Sonic Restaurants **Civil No. 09-1423**
- 2009 - Rachel Moltner vs. Starbuck’s **08 Civ. 9257 (LAP) (AJP)**
- 2006 - Sharon Shea vs. Dunkin’ Donuts Inc. and 770 Dunkin’ Donuts, Inc. **Index No. 103329/05**
- 2002 - Deborah Wutzel vs. Starbucks Coffee Company **Index No. 020596/00**
- 2002 - Dawn Azrak vs. Starbucks Coffee Company **Index No. 02-001894**
- 2000 - Java Frost, LLC vs. Parrot-Ice, LLC **Case No. 99-01628 VAP (CWx)**
- 1999 - John Burys vs. Janki Enterprises d/b/a Dunkin’ Donuts **Index No. 98 M6 1733**

TEACHING

- Culinary Institute of America, Hyde Park, NY
- Created eight hours of video taped reference material on tasting and evaluating coffee
- New England Culinary Institute, Essex, VT Frequent lecturer

EDUCATION

- 1971 B.A., Norwich University, Northfield, VT

MILITARY SERVICE

- 1972 – 1978 Captain, Infantry, US Army Reserves