March 2018 Spotlight: Crimson Cup Coffee & Tea

Starting as crimson colored cherries in tropical regions, to roasting into coffee beans on the East side of Columbus, Crimson Cup has been the leading Columbus coffee roaster since 1991. The headquarters, innovation lab and roasting facility are located on the east side of Columbus with three operating coffee houses in the suburbs of Clintonville, Tallmadge and Upper Arlington. Nearly 500,000 pounds of coffee from over 25 coffee-growing countries are imported annually – right here to our Capital City!

Worthington, Ohio native, was living in Chicago and working at a high end computer software company when he realized he was in the wrong field and wanted to expand to a career path which he was more passionate about. Greg Ubert, Founder and Owner of Crimson Cup Coffee & Tea, with an entrepreneurial attitude and his new love for coffee, he made his move back to Columbus and with much consternation of friends and family, he started exploring his passion for coffee.

During the early years of learning the world of coffee, talking to different importers and calling on every person he knew, Greg found his niche. In 1992, Greg met a manager of a coffee shop at a large university, Armando, to try to sell him coffee – little did he know walking into that meet and greet that the two of them and another “Cupper” would later make Crimson Cup’s #1 selling blend, Armando’s Blend.

Crimson Cup does not only make excellent coffee, but provides the resources to small businesses in the coffee field to succeed. In the later 1990’s, Greg and Armando, took their passion for coffee, learning and measurable success to the next level. Crimson Cup began teaching independent coffeehouses, free of charge, how to be successful in their businesses within seven steps. Greg later turned that into a book, Seven Steps for Success: A Common-Sense Guide to Succeed in Specialty Coffee.

Crimson Cup employs 60 full-time “cuppers” and serves more than 350 coffee houses, grocers, college and universities, restaurants and food service operations across 35 states, Guam and internationally with just having opened franchise doors in Bangladesh. Crimson Cup continues to win awards around the country some being, 2016 Macro Roaster of the Year, Good Food Awards, the Compak Golden Bean Awards and America’s Best Espresso.

The future of Crimson Cup is headed deeper into the evolving trends of our community and into more success. With Greg and his great team, they’ll continue to make friends and strengthen relationships, continue providing trainings that lead to and maintain successful businesses and help fund the local schools and life-enriching projects in the communities of their small-plot farming areas.

OGA values the support and membership of Crimson Cup and recommend enjoying a cup of their award winning blends! Learn more about Crimson Cup by visiting their website and following their social media sites: Facebook, Instagram, Twitter and Youtube.