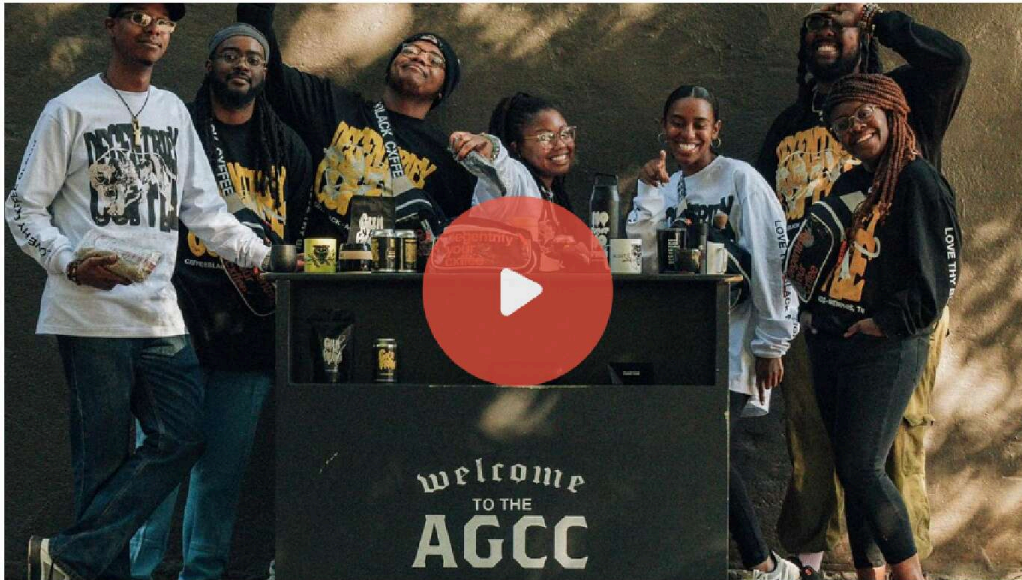


## Honor Your Roots



[cxffeeblack.com](https://cxffeeblack.com)

Memphis, TN



Female Founder

Food & Beverage

Consumer Goods

Retail

Minority Founder

## Highlights

- 1 Reached over six figures in our first year and maintained 50% average growth YoY.
- 2 Reached over \$1M in sales to date and have already raised almost \$300,000 pre-seed
- 4 Built an all-black supply chain from Ethiopia, shipped by a Black owned company, and roasted by us.
- 5 Sold a sitcom to HBO Max based on Cxffeeblack- a rapper turned teacher turned coffee business owner.
- 6 Achieved 1.2 million organic streams for the company's coffee-branded music catalog.
- 7 Partnered with NBA Player Jae'Sean Tate of Houston Rockets on merch, youth scholarship, and pop-up.
- 8 Established the first-ever Pan-African Black Barista Global



Exchange Program in 2023.

## Featured Investors



**Jacob Love**  
Syndicate Lead

Follow

Invested \$5,000 ⓘ

"The motivation to invest in Cxfeeblack is layered and goes beyond and before the booming financials. It's rooted, it's ancestral, it's subversive, it's redeeming, and I can't not be connected to it. I'm investing because I'm connected to the mission, I'm connected to the vision, I'm connected to the heritage, and I believe in and the future that's being created. A Cxfeeblack investment represents a real opportunity to move beyond symbolic solidarity and into a tangible reality. I'm investing because coffee is Black, in every sense of the word, and its expression in the world should be too."



Other investors include [Carmeon Hamilton](#)

## Our Team



**Maurice Henderson II** Co-founder | CEO



**Renata Henderson** Co-founder | COO



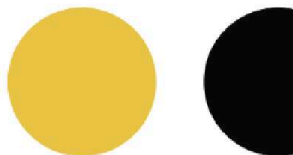
**Olayinka Osibodu** Director of Development

**Make Cxfee Black Again, is us  
setting the record straight of our**

history that was lost in the layers of cream and sugar.

# NO SUGAR NO CREAM, PLEASE

REINTRODUCING THE INDIGENOUS  
HISTORY OF COFFEE AND  
REIMAGINING ITS FUTURE.



CXFFEEBLACK.

Cofounders: Bartholomew Jones and Renata Henderson intended to reinstate the origin, purpose, and integrity of cxxffee through the knowledge of its Black history and being a part of its Black future, creating Cxxffeeblack.



Photo: Andrew Puccio, Casa Creative Club

“What would happen if cxxffee culture loved people of color as much as it loved their cash crops; and what if we cared for and celebrated single-origin people as much as we celebrated single-origin coffee?” These questions Jones posed as a social experiment, as he started both his musical journey and the journey to Cxxffeeblack.

The name, “Cxxffeeblack” started as a musical metaphor that Bartholomew used to interconnect cxxffee and Blackness. He

wanted us to begin seeing ourselves as the way God intended us to be, without all of the cream and sugar of the world; but just you, beautifully, unique, and Black.

## The intentional “x” instead of the traditional “o” represents the missing variable in all of us, the part of the equation that requires us to be unique in our humanity, in order to help solve the problem that divides us.

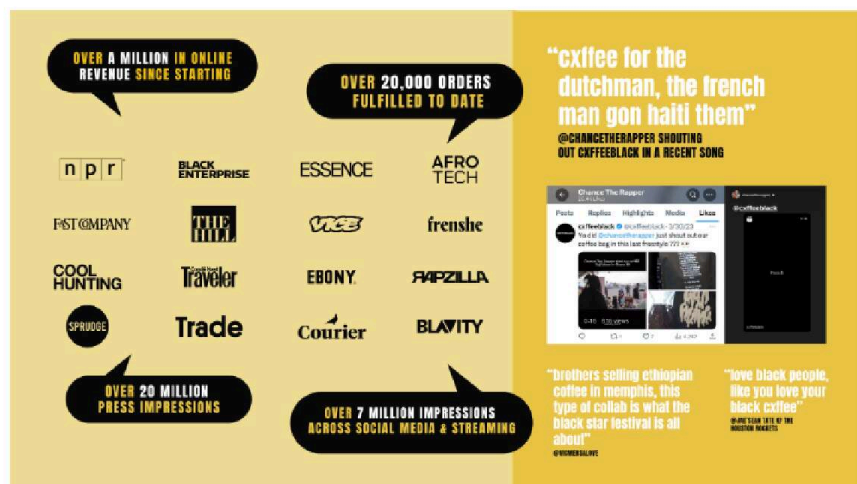
As they both traced the origins of cxffee back to Africa, they were also able to trace the significance of cxffee to their childhood.

For Bartholomew, it was his dad; a student of Lemoyne Owen College traveling to Kenya, falling in love with the culture, and learning about Kenyan coffee. His dad passed down the knowledge of Kenyan culture and the origin story of its coffee to him while he was a child.

For Renata, it was her grandfather, a sanitation worker marching alongside Dr.King with his canteen of coffee by his side while they fought for the rights of all sanitation workers. Seeing that canteen in her grandparent’s house each day was like a medal of honor. Renata also got a chance to see African American traditions; witnessing the love her grandparents shared for one another, as they poured each other’s cups of coffee in the mornings.

Cxffee was always a part of the story, we just had to realize how far back the story went.

## “No sugar, no cream please.”



Layer by layer, if you could strip away all of the cream and sugar, you would witness coffee returning to its original state of Blackness. Similarly, if you could strip away all of the cultures and inputs that have layered themselves on coffee, you would trace its origin back to Blackness. From starting a business out of the house in North Memphis and achieving six figures in the first nine months with the launch of the signature roast, Guji Mane, *Make Cxffee Black Again*, is us setting the record straight of our history that was lost in the layers of cream and sugar.

The layers of slavery that diluted our identity and made our knowledge of ourselves, almost intractable. The secrets of our culture, lost in the bottom of the ocean, washing away the Blackness, but keeping the cream and sugar. As we navigate through a world of distilled cxffee, and remove the conditions we found our way back home, from Cxffeeblack to Africa.



To the land of Ethiopia, where the indigenous Ethiopian women taught Renata how to brew and roast cxffee, traditionally. To the city of Memphis, where Bartholomew wanted to create a space free of gentrification, and give opportunities back to the community, intentionally.



“We were going to go and meet the homies in Africa for the homies back in the hood in Memphis,” said Bartholomew Jones.

“Don’t cover my dreams, please.” Cxffeeblack, as a storefront, is the Anti Gentrification Cxffee Club, which acts as an embassy connecting the motherland to the lands of Memphis, TN.

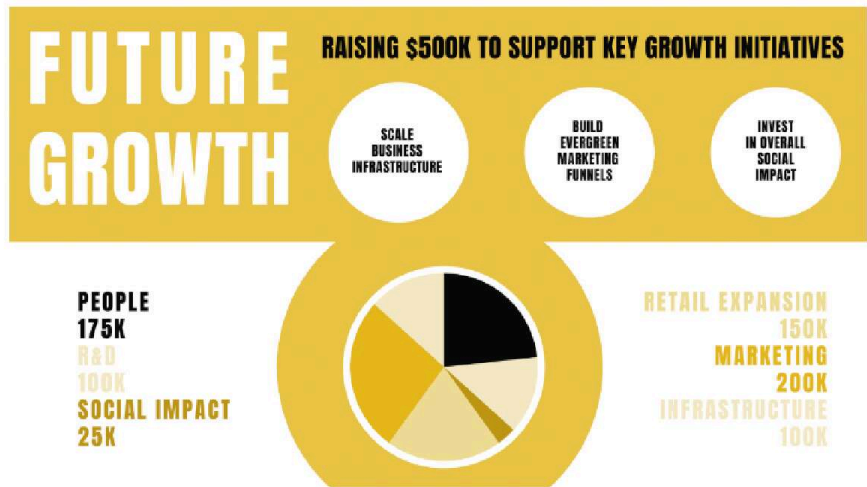
construction complete by  
end of february

# NEW HOME NEXT PHASE

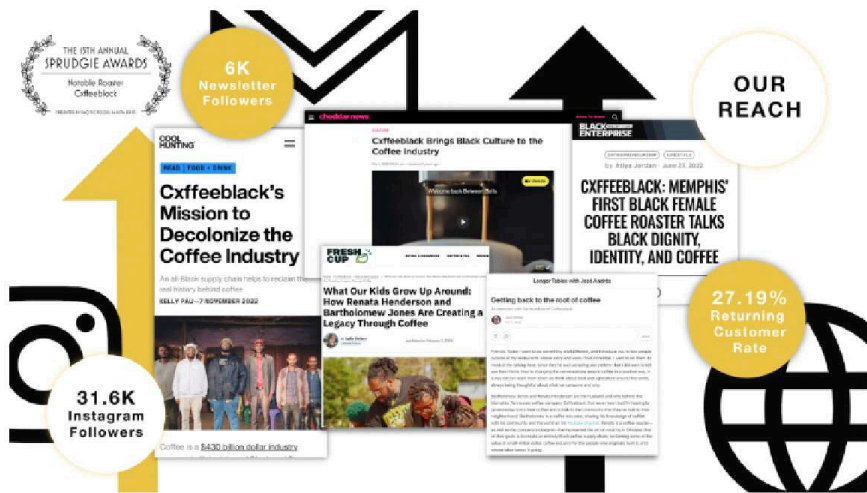


It was important that this space could comfort Black Americans

through relativity and cultural congruence; while encompassing traditional African artifacts and sharing the history and future of coffee and Blackness.



As the movement, Cxffeeblack continues to press forward to educate the community about the history of coffee through the lens of Blackness; it also seeks to inspire the uniqueness, authenticity, and future of Black people. So, what do you think would happen if coffee culture loved melanated folk as much as it loved their cash crops? Let's find out together.



## ADVISORS



**AISHA JOHNSON**  
CEO of Mayorga Coffee



**BRENT SMITH**  
Founding CEO of  
Stumptown



**TED GREEN**  
Founder of Black &  
White Coffee Roasters



**JOVAN JOHNSON**  
Nationally recognized  
poet, rapper, and author



**DAVID DAVIS**  
CEO of MW



**ERIC JENSEN**  
VP of Global Supply  
Chain Management of Starbucks



**JENNIFER SAMUELS**  
Local investor, media expert in tv  
and social media, interior designer

## CXFFEEBLACK. THE TEAM



**BARTOLOMEO JONES**  
Co-Founder & CEO



**NICHELLE HENDERSON**  
Co-Founder & CEO



**A. WILLIAMS**  
Lead of Specialty/Concept Design



**ALANNA ROBERTS**  
Director of Growth/Expansion



**TIMOTHY SANDERS II**  
General Manager



**RYAN WILLIAMS**  
Creative/Marketing Director