



## Riff Cold Brewed Names Former NFL Star to Advisory Board

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Riff Cold Brewed, an Oregon-based coffee company, has added former Super Bowl champion Vernon Davis to its advisory board. Davis, a 15-year NFL veteran turned entrepreneur, who over the past few years has aligned himself with several purpose-driven companies, will focus on helping the Riff team build brand awareness, develop new product innovations, and further strengthen its commitment to social equity and inclusion.

“Coffee has a way of flipping our mood, a way of bringing us closer, a way of leading us down the road less travelled. Riff does that and then some,” said Davis. “I engaged with Riff after being inspired by the company’s strong sense of purpose, aligned values, and commitment to positive and social environmental impact. I’m incredibly excited to have joined Riff’s advisory board and look forward to helping the brand continue to realize its vision.”



Based in Bend, Oregon, Riff is on a mission to celebrate 100 percent of the coffee plant’s agricultural value. The coffee bean’s incredible range of naturally occurring flavors are celebrated in Riff’s cold brewed coffees. And the naturally sweet, naturally caffeinated, fruity pulp that surrounds the bean, coffee fruit (cascara), is upcycled into a clean, plant-based sparkling energy drink, called Alter Ego (named for being coffee’s lesser-known counterpart). With Alter Ego, Riff is creating a win-win-win-win scenario by providing an economic boost for coffee farmers, adding sustainability to the coffee industry, reducing coffee’s impact on the environment, and delivering an exciting and refreshing good-for-you and good-for-the-planet afternoon pick me up to consumers.

“It has been amazing getting to know Vernon,” said Paul Evers, Riff Co-Founder and CEO. “Of course, prior to meeting him, I knew his name based on an incredible career in the NFL. But I’ve been blown away by the depth of his character, his passion for business and innovation, and his deep concern for the well-being of his community and the planet. He is a natural extension of the Riff team and will add a ton of intellectual, creative and strategic value as we work together to realize our dream of helping the planet by creating good-for-you products.”

Davis joins an already seasoned group of advisors whose experience and expertise spans across food and beverage, CPG, beer, retail, distribution, consumer insight, and high tech.