

July 13, 2022



New Black Rifle Coffee Company Outpost Opens in Killeen

KILLEEN, Texas--(BUSINESS WIRE)-- Black Rifle Coffee Company (BRCC), a rapidly growing and mission-driven premium coffee company founded to support Veterans, active-duty military, and first responders, announces the opening of a new coffee shop in Killeen, Texas, located a mile away from Fort Hood at 2170 S. Clear Creek Road. This is BRCC's third brick-and-mortar store in the Waco DMA, and it's open daily from 5am - 9pm CT.

BRCC coffee shops provide an authentic experience and premium products to the company's broad community of customers, who share an unwavering commitment to America. The Killeen location offers a full coffee and espresso bar with more than 15 coffee blends, a grab-and-go menu for breakfast, lunch, sweets, and BRCC merchandise. Customers can take advantage of features such as drive-thru service and complimentary wifi.

"Black Rifle Coffee Company is built on a mission to serve premium coffee and culture to people who love America," said former Green Beret and BRCC Founder & CEO Evan Hafer. "We continue to deliver on that commitment as we serve and honor the members of the Killeen and Fort Hood communities, who protect, defend, and support our country."

BRCC has an incredibly loyal and quickly expanding community of over 2 million lifetime consumers and a large and growing social media following. The company serves nearly 300,000 coffee club subscribers, bringing people together through premium coffee, content, and the idea of honoring those who serve this great nation.

To learn more about BRCC, the company's premium coffee, and complete list of locations, visit www.blackriflecoffee.com.

About Black Rifle Coffee Company

Black Rifle Coffee Company (BRCC) is a Veteran-founded coffee company serving premium coffee to people who love America. Founded in 2014 by Green Beret [Evan Hafer](#), Black Rifle develops their explosive roast profiles with the same mission focus they learned while serving in the military. BRCC is committed to supporting Veterans, active-duty military, first responders and the American way of life.

To learn more about BRCC, visit www.blackriflecoffee.com, follow BRCC on social media, or subscribe to Coffee or Die Magazine's daily newsletter at <https://coffeeordie.com/presscheck-signup>.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20220707005190/en/>

Media:

Brandy Carlson

(210) 278-2412

press@blackriflecoffee.com

Source: Black Rifle Coffee Company