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Black Rifle Coffee Company Launches Into Fall With Seasonal Drinks Across Retail Locations

SALT LAKE CITY--(BUSINESS WIRE)-- [Black Rifle Coffee Company](https://www.blackriflecoffee.com) (BRCC), a rapidly growing and mission-driven premium coffee company founded to support Veterans, active-duty military, and first responders, is now serving its fall menu in BRCC coffee shops.

- New drinks include Smashed Pumpkin, available in hot or iced latte, cold brew with cold foam, nitro or steamer, and TrickN' Treat for kids.
- Smashed Pumpkin brings the best of fall together with pumpkin pie and spiced brown sugar syrups, topped with bourbon-smoked sugar.
- TrickN' Treat is hot cocoa topped with whipped cream, striped with caramel and chocolate, and served with a side of candy corn.

BRCC is also bringing back Smokey Joe for fall, a seasonal favorite with espresso and hickory smoke syrup, topped with bourbon-smoked sugar, and a milk of choice.

“Our Smokey Joe drink was a customer favorite last season, with a balanced sweetness and smoky flavor to make you feel like you’re warming up around a campfire,” said Chief Retail Officer Heath Nielson. “Smokey Joe, alongside our Smashed Pumpkin and TrickN' Treat drinks are loaded with fall flavor.”

BRCC is also introducing Pumpkin Swirl Bread with Chai spices and hints of ginger, coriander, cardamon, cinnamon, and clove, to the seasonal Grab and Go menu.

The three new drinks and Pumpkin Swirl Bread will be available, while supplies last, at BRCC Outposts in Florida, Georgia, Tennessee, Oklahoma, Texas, and Utah. BRCC’s Headless Horseman pumpkin spice flavored coffee will also be sold at all participating BRCC Outposts this season.

These fall beverages and the Grab and Go addition round out BRCC’s coffee shop menus, currently offering more than 15 different blends of coffee and 20+ custom hot and cold beverages ranging from espresso and nitro cold brew to Sweet AF Iced Tea and matcha tea latte.

For more information visit www.blackriflecoffee.com or head into one of the BRCC coffee shop locations to talk with our team.

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>.

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