



Craig Arseneau

Raised in the heart of Illinois, Craig Arseneau moved to Colorado to attend the University of Denver, receiving his Bachelor of Science degree in Business and Hotel Management. Hired by the Stouffer Hotel and Resort group, he moved to Boston, Massachusetts where he met future business partner Chris Chantler.

After two years in Boston, Arseneau took a marketing position in Washington DC for the Coffee Development Group (CDG), a non-profit organization funded by the International Coffee Organization (ICO) in London. Charged with the formidable task of increasing coffee consumption in all channels in the United States, Arseneau gained extensive insight and experience working from the farmer to the consumer. CDG evolved into the Specialty Coffee Association allowing him to focus on specialty coffees and the Youth Adult Marketing Program developing coffee houses on university campuses and tracking the consumption patterns and trends; work that helped forge a path to his own coffee venture.

Armed with clear consumer research and premium coffee consumption trending upwards in the United States, Arseneau with his partner Chris Chantler decided to turn their passion into a company and a lifestyle. Leaving the frantic corporate life for the Colorado Rockies in 1989, the duo founded the The Daily Grind Coffee Company in Vail, Colorado. While opening six coffee houses in a four year period, the need for a premium coffee roaster quickly became evident.

Filling the void in 1993, the partners founded Vail Mountain Coffee Roasters; with its immediate resonance, the coffee-houses were eventually sold in 1997 to allow total focus on building a leading, premium coffee roasting company. With the addition of tea to the product line in 1995, the company officially changed their name in 2002 to Vail Mountain Coffee & Tea.

Committed to quality of life and treading lightly on the environment, Arseneau and Chantler have spent two decades developing an extensive network of producer relationships around the globe. Over time their relationships evolved into a company "direct to farmer" model; ensuring sustainable and environmentally friendly farming practices, premium compensation for the farmers and their workers and exceptional coffee and tea sources.

As Co-Founder, Arseneau serves as President overseeing all areas of operations, service, distribution and coffee buying.