
Life Blood Roasters News



**January 2025 at age 11, Jaden founded
Life Blood Roasters, LLC**

FOUNDER

Jaden is a D51 middle schooler who enjoys playing baseball, chess club, MESA Club, Harry Potter Club, History, business, swimming, camping, museums, reading and playing Minecraft.

Born a Michigan native and then at the age of 5, Jaden and his parents moved to a small beach town in Costa Rica. After 5 years in Costa Rica, Dad landed a great job at the Union Pacific Railroad, bringing us to Grand Junction, Colorado.

THE IDEA

Jaden was accepted to the Grand Junction Chamber of Commerce Young Entrepreneur’s Academy. During their first few classes, they started brainstorming business ideas. At the same time, Dad was craving single-origin Costa Rican coffee.

Jaden joked, “I could start a coffee roasting business and make it for you, Dad”.

Mom said, “What would you call it?”.

“LIFE BLOOD ROASTERS OF COURSE!”

THE NAME

My Dad is a bear in the morning, growling for his “Life Blood”.

Back in the day, Dad was a paramedic/firefighter in the City of Detroit. Always being on the run with no down-time, they lived on coffee, which they called their “Life Blood”.

RESEARCH & DEVELOPMENT

We went to the Grand Junction Library and checked out all the books they had on coffee roasting. There were many hours spent searching the internet, YouTube videos, and chatting with roasters from all over the world. We also went to local coffee roasters.

Rostiva gave us an intense tour of their roasting process. They are a great local roaster, started by 2 young brothers who create their own unique coffee blends.

Armed with all this newfound knowledge, we felt we were ready to take the plunge into roasting our own coffee.

After finding the right green coffee beans, we still had one problem.

We needed...a roaster!



Life Blood Roasters CEO and Founder at the Grand Junction Chamber of Commerce Young Entrepreneur’s Academy (YEA!) Investors Panel where he received \$2,000 to upgrade to commercial grade roaster and grinder.

Grand Junction Chamber of Commerce Young Entrepreneur’s Academy (YEA!) is a year-long program that teaches middle and high school students how to start and run their own REAL businesses.

THE ROASTER

Based on our research, the roaster we wanted cost \$500. That’s a lot of money!

One night, Dad was cruising Facebook and found the exact roaster we were looking for. And the best part...IT WAS FREE!! We only had to pay \$70 for shipping.

Once we received the roaster and green coffee beans, we were ready to start our roasting journey, and

LIFE BLOOD ROASTERS WAS BORN!

THE UPGRADE

April 2025—Thanks to the YEA! Investor Panel and family investors, Life Blood Roasters now has a commercial grade Kaleido M10 roaster and Grindmaster grinder.

THE MISSION

At Life Blood Roasters, LLC our mission is to deliver the finest coffee experience. We source the highest quality single origin coffee beans, ensuring rich flavors in every cup.

Life Blood Roasters Coffee is now being roasted on-site at The Rockslide Brew Pub and is available for purchase.

Contact us to get Life Blood Coffee in your business.

