# Lost Coffee Prepares Seasonal Drinks for Small Business Saturday

*November 16, 2026*

ARVADA, CO - November 16, 2026 -
Lost Coffee, a Colorado specialty coffee roaster founded in 2010, will feature a lineup of seasonal drinks at its cafes for Small Business Saturday on November 28, 2026. The independent, founder-led company is marking the national observance, which encourages shoppers to support small businesses at the start of the holiday season.

According to the U.S. Small Business Administration, Small Business Saturday was founded by American Express in 2010 and has been officially co-sponsored by the SBA since 2011. The agency describes the day as a chance for shoppers to celebrate the contributions small businesses make to their communities by shopping at one of them. The SBA also places the observance within the busiest shopping season of the year for many small businesses and notes that the country has more than 36.2 million independent businesses.

Downtown organizations are preparing for the day as well. In an article published October 19, 2026, Main Street America outlined six ways for downtown districts to host Small Business Saturday, including featuring local business owners, turning popular events from earlier in the year into holiday versions, and pairing

shopping with charitable causes. The organization noted that its members are pre-qualified for the American Express Neighborhood Champions program on a first-come, first-served basis.

Lost Coffee's seasonal drinks will be served at all six of its cafes beginning November 21st at the Castle Rock Starlighting event. The lineup includes the Stroopwaffle Latte, Yuletide Spice Latte, and Sgt. Peppers Mocha. Each drink is built on coffee roasted by Lost Coffee in Colorado, and the lineup will be featured on the company's social media channels.

The company shares its founding year with Small Business Saturday. Founder Scott Gaerte started Lost Coffee in 2010 as a mobile coffee truck, and the company opened its first permanent cafe at 390 Perry Street in Castle Rock on February 3, 2011. Lost Coffee has since grown to 7 cafes in Castle Rock, Aurora, Littleton, and two locations in Highlands Ranch and Arvada.

Lost Coffee roasts its coffee in small batches and sells it through its cafes, online, and through coffee subscriptions. Its wholesale program supplies other cafes and restaurants, and its coffee is also sold at Whole Foods and local grocery stores throughout Colorado. The company describes its sourcing as relationship-based, and its past releases have included a single-origin coffee developed through a long-standing partnership with Finca Samaria, a family-run farm in Colombia.

For shoppers looking to take part in Small Business Saturday, the company's cafes offer one way to spend locally during the holiday season. Coffee purchased at a Lost Coffee cafe is roasted, prepared, and served by a Colorado business, and the company's seasonal drinks are designed to give regular customers and first-time visitors a reason to stop in on November 28.

"Small Business Saturday is a good reminder of where a cup of coffee actually comes from and where the money for it goes," said Scott Gaerte, Founder and CEO of Lost Coffee. "When someone buys from a local roaster, that purchase helps pay the people who roast, brew, and serve coffee right here in Colorado, and it keeps the decisions about how we source and how we treat people close to home. We started in 2010 with one truck and a simple idea to love people and love coffee, and every cup bought from a neighborhood cafe helps keep that idea going. Our seasonal drinks are one more reason to spend that day with the local businesses that make these communities what they are."

Lost Coffee is a specialty coffee roaster founded in 2010 by Scott Gaerte, who continues to lead the company. It roasts coffee in small batches in Colorado and operates six neighborhood cafes in the Denver metro area. Lost Coffee also offers coffee subscriptions, online sales of coffee and brewing gear, and wholesale coffee for cafes and restaurants; its coffee is carried at Whole Foods and local grocery stores in Colorado.

More information is available at Lost Coffee.

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For more information about Lost Coffee, contact the company here:Lost CoffeeScott Gaerte303-439-9030media@lostcoffee.com8290 W 80th Ave #1, Arvada, CO 80005


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## Lost Coffee

*Lost Coffee is a craft coffee shop and roaster with locations spread across the Denver, CO area. Using sustainably sourced ingredients and expert brewing techniques, Lost Coffee aims to deliver one of the best coffee experiences in Denver.*

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