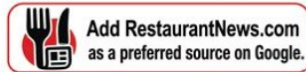


BIGGBY COFFEE Celebrates Longtime Sustainability Partner; University of Notre Dame Honors Paramount Coffee

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The recognition highlights Paramount Coffee's commitment to responsible sourcing and reflects shared values that have supported BIGGBY COFFEE's Farm-Direct journey.

East Lansing, MI ([RestaurantNews.com](#)) [BIGGBY® COFFEE](#), the 460-plus-unit coffee franchise, is congratulating longtime supplier and sustainability partner [Paramount Coffee](#) on receiving the [Human Rights and Social Responsibility Award](#) at the University of Notre Dame's 3rd Annual Sustainability Celebration.

The annual awards recognize organizations that make sustainability "an integral part of their business practices while partnering with the University of Notre Dame." Paramount Coffee was honored for its Farm-Direct sourcing efforts, which help the university serve coffee with traceable supply chains sourced from farms that prioritize worker well-being and community development.



Additionally, Paramount Coffee was recently recognized as a finalist for the [Specialty Coffee Association \(SCA\) 2026 Sustainability Award](#), a major global honor of which the company is incredibly proud. According to the SCA, the awards recognize those "dedicated to confronting the enormous challenges facing our industry – from climate change to gender equality – but also to collaborating across geographies, cultures, and supply chain roles, and to sharing the lessons they have learned for the benefit of the entire coffee sector."

"It's exciting to see Paramount Coffee recognized for its commitment to responsible sourcing," said [Bob Fish](#), Co-CEO of BIGGBY® COFFEE and founder of [OBIIS \(One BIGG Island in Space\)](#). "We've been working with Paramount since 1999, and they've been with us every step of the way as we've challenged ourselves to build a better coffee system. Together, we're proving that coffee can be a force for good, creating real opportunities for farmers, strengthening communities and helping ensure every cup tells a story of care, connection and impact."

Founded in 1935, Paramount Coffee has been a key supplier to BIGGBY® COFFEE and has supported the company's Farm-Direct sourcing efforts through OBIIS. Together, these initiatives are helping BIGGBY® COFFEE progress toward its goal of becoming 100% Farm-Direct sourced by the end of 2028.

BIGGBY® COFFEE's ongoing farm-direct program ensures its coffee is purchased from farmers who treat their people well, invest in their communities and embrace practices that are better for the planet. OBIIS visits each farm personally to validate its practices, confirm its values and forge healthy, long-term relationships with the farmers.

"We're proud that the University of Notre Dame recognizes our commitment to sustainability," said [Rich Schaafsma](#), President of Paramount Coffee. "We believe in creating enduring positive impact for the people and communities we serve, and our mission is to offer coffee blends that are sourced with integrity. Buying farm-direct coffee is a simple way we can all make a positive impact on people, planet and community."

These efforts and relationships are helping BIGGBY® COFFEE serve up more than just a great cup of coffee. They're bringing the brand closer to a future where every cup has a story: one connected to the farmer who grew the beans, the community that nurtured them and the journey they took to get into customers' hands. Along the way, BIGGBY® COFFEE is proud to work with trusted partners like Paramount Coffee, whose commitment to doing the right thing aligns with the values that guide the brand every day.