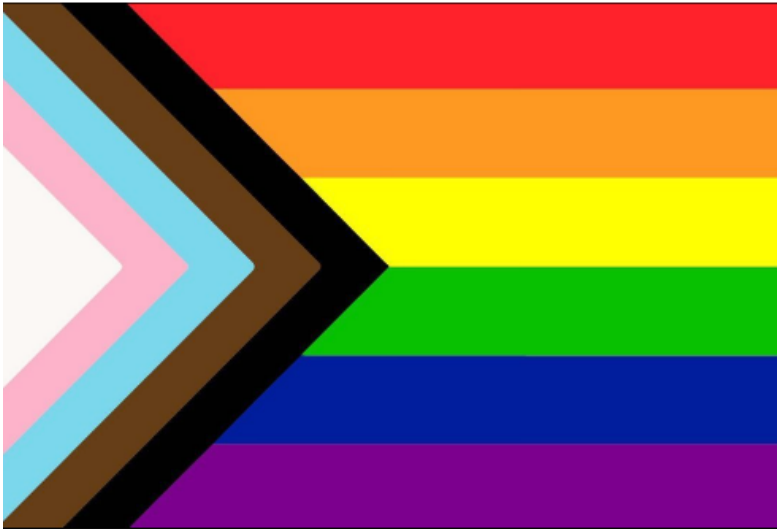


TheQuartering's 'Coffee Brand Coffee' is generic repackaged “woke” coffee

Despite Jeremy's claims of buying a coffee company, carefully selecting beans, and roasting his own blends, his coffee is nothing more than generic wholesale coffee from a “woke virtue signaling” coffee roaster known as Millcreek Coffee Roasters using their “private label” service which allows companies to sell Millcreek product repackaged as their own.

millcreekcoffee Inc Hey coffee lovers!! 🌈 ✨ I wanted to take a moment to say happy pride month! 🇺🇸 It's been a very progressive and important one this year. We hope our coffee shop can be a safe and welcoming space for anyone of any sexuality, gender, religion, or race. Love is LOVE! We love coffee and you!! 😊❤️🧡💛🟢🟡🟠🔴

#localcoffee #slcoffee #localbusiness #millcreekcoffee roasters



millcreekcoffee Inc Muted. Let's let our hearts be open and listen.



47 likes

millcreekcoffee Inc Happy International Women's Day! Did you know that Millcreek Coffee is family and women-owned? Come celebrate with us! 💜



millcreekcoffee Inc We are proud to be family and women-owned and operated business since 1992. This is one reason we are even more proud about our Honduras roast, produced entirely by women farmers. Check out our Coffee of the Month to learn more!



JUNE 1, 2020

Millcreek Coffee Roasters is at Millcreek Coffee Roasters.
June 1 · Salt Lake City, UT · 🌐

Happy pride month from Millcreek Coffee Roasters! We want all of our LGBTQ+ patrons to know that we are a safe space for all regardless of orientation or gender identity. We see you and love you 💜. Catch us at Midtown Pride on Saturday and Sunday this week handing out free cold brew with @clubverse_slc in the warm weather!

Also, check out our new latte special! Taste the rainbow this pride month with our Fruity Pebbles latte! A delicious combo of strawberry, almond, and white... See more



The Proof: Coffee Brand Coffee = Millcreek Coffee

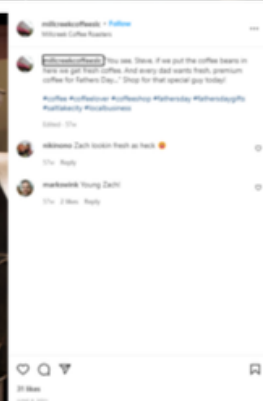
On June 15th TheQuartering uploaded a video to Twitter of coffee being brewed with the caption “Visited CoffeeBrandCoffee HQ...More To Come” with all employees wearing his branded shirts. Internet observers noted his business address was listed in Utah at the same address as Player One Coffee, owned by Jeremy's sponsor MetaPCs CEO Zack Shutt. This quickly led to the revelation both companies passed off local brewery Millcreek Coffee Roaster's facilities as their own in promotional social media posts. The left stills are from the “Coffee Brand Coffee facility” video, on the right are Millcreek Coffee Roaster's facilities. Red arrows point out the obvious, this is the same facility. Neither Coffee Brand Coffee or Player One Coffee own any roasting equipment or roast their own coffee in any way, they simply repackage wholesale Millcreek Coffee Roaster's beans.

Tweet archive: <https://archive.ph/3ylgO>

Link: <https://twitter.com/TheQuartering/status/1547959220175155201>



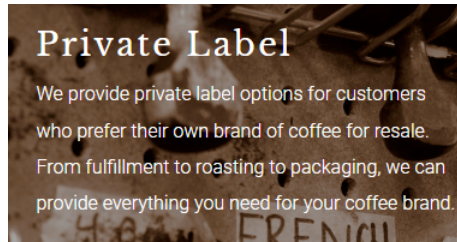
Zach Amador head roaster @ Millcreek Roasters (right picture is older picture of him)



Millcreek Roasters images
1: <https://archive.ph/G0k9Y>
2: <https://archive.ph/RJGlg>
3&4: Instagram @millcreekcoffee

Coffee Brand Coffee is “white label” service Millcreek Coffee at a significant markup.

This same product is available at any of the dozens of online stores who use their “private label” service to drop ship coffee or Millcreek's own online store.



Coffee Brand Coffee Roast 001 - <https://archive.ph/C2A7u>

Millcreek Coffee Roasters Breakfast Blend - <https://archive.ph/jXXQE>

COFFEE
BRAND
COFFEE
.COM



All Coffees



LIGHT ROAST

001

\$18.00

★★★★★ (68)

TYPE

Ground Whole Bean

SIZE

12oz 5lb

QUANTITY

- 1 +

SUBSCRIBE & SAVE 10% \$16.20

Delivery every 1 Month

ONE-TIME PURCHASE \$18.00

[Subscription details](#)

Your 16oz. pound (not 12oz. like other roasters) will be freshly roasted upon receiving your order and delivered promptly to your home or business.



Breakfast Blend

\$16.00

[Shipping calculated at checkout.](#)

One-time Purchase \$16.00

Coffee Subscription 15% \$13.60

[Subscription details](#)

Texture

Whole Bean

Quantity

1

ADD TO CART

Buy with Pay

[More payment options](#)

Website Product Descriptions

This mix of Central and South American coffees lightly roasted to permit these varietals to create this excellent blend. With nutty and caramel subtleties, our 001 is an ideal way to begin your morning.

This blend of South and Central American coffees is lightly roasted to allow the natural flavor of the varietals to balance this beautiful brew. With nutty and caramel nuances, our Breakfast Blend is a perfect way to start your morning

Region: Central and South America

Cupping Notes: Medium-bodied, nutty, caramel notes, clean finish, smooth.

Processing Type: Wet processing / Fully washed

Roast Type: Light

	Coffee Brand Coffee	Millcreek Coffee Roasters	Difference	Markup % vs direct
One Time Purchase	\$18/12oz = \$1.50/oz	\$16/16oz = \$1/oz	\$0.50/oz	33%
Subscription	\$16.20/12oz=\$1.35/oz	\$13.60/16oz=\$0.85/oz	\$0.50/oz	37%

This is a markup compared to retail price. Quartering is paying wholesale which means his costs are much lower and the markup is much higher. His involvement in the process is simply repackaging already roasted coffee and marketing it as a unique product when it is the same product sold by dozens of online drop-shipping operations.

The Player One Coffee/MetaPCs connection

Player One Coffee and MetaPCs are both owned by Zack Shutt. Recently Quartering had some internet drama where he repeatedly intentionally misgendered and dehumanized a trans-woman he was arguing with. He was adamant his biggest sponsor MetaPCs would not leave him despite the outcry, and now we know why, because they are secretly business partners.

TheQuartering (Humble Bean Merchant) @TheQuartering · 1h
*him

Leah 🌈🇺🇸 @She/Her @realestgamer21 · 1h
Replying to @TheQuartering
-the one who muted her and ran away

37 10 156

TheQuartering (Humble Bean Merchant) @TheQuartering · 5h
They have a penis.

[A] [r] [i] [s] @Arisenbitch · 5h
Replying to @TheQuartering
debate keffals pussy

157 38 359

TheQuartering (Humble Bean Merchant) @TheQuartering · 5h
Like I said. I am an aggressive feminist. When I share my platform it will be with a woman.

Nico 🇧🇷 @neekijou · 5h
Replying to @TheQuartering
and you cant get on yours cause youre too scared to debate a trans person

61 11 258

TheQuartering (Humble Bean Merchant) @TheQuartering · 5h
I only debate women. I am a feminist

Punished K-Fro @KFroBeyotch · 5h
Replying to @TheQuartering
Quit being a coward and debate @keffals ; also, misgendering ain't cool, bro. Don't you know what happened to Peterson?

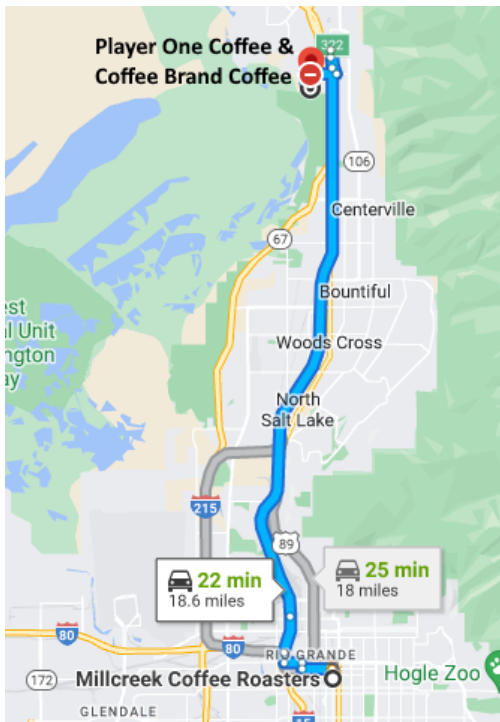
100 41 302

COFFEE BRAND COFFEE, LLC

Entity Number: 12798266-0160
Company Type: LLC - Domestic
Address: 1262 S 650 W STE 1B Farmington, UT 84025
State of Origin:
Registered Agent: CROOK & TAYLOR LAW PLLC
Registered Agent Address:
2150 S 1300 E Ste 500
Salt Lake City, UT 84010
Status: Active
Status: Active as of 04/14/2022
Renew By: 04/30/2023
Status Description: Current
The "Current" status represents that a renewal has been filed, within the most recent renewal period, with the Division of Corporations and Commercial Code.
Employment Verification: Not Registered with Verify Utah
Registration Date: 04/14/2022
Last Renewed: N/A

PLAYER ONE COFFEE, LLC

Company Number 10553283-0160
Status Active
Incorporation Date 10 October 2017 (almost 5 years ago)
Company Type LLC - Domestic
Jurisdiction Utah (US)
Registered Address 1262 S 650 W #1B FARMINGTON, UT 84025
United States
Industry Codes 9999: (North American Industry Classification System 2007)
99: Activities of extraterritorial organizations and bodies (UN ISIC Rev 4)
Agent Name LEGALCORP SOLUTIONS, LLC
Agent Address 299 S MAIN ST STE 1300 Salt Lake City, UT 84111
Directors / Officers LEGALCORP SOLUTIONS, LLC, agent
Registry Page <https://secure.utah.gov/bes/details.h...>



Zack Shutt @ZackShutt
Petter of Dogs, CEO and Founder of @METAPCs biz: zac
Entrepreneur Scottsdale, Arizona metap
Joined April 2018

Player One Coffee
January 5, 2020

Welcome, Zack Shutt!
As of today, Player One Coffee is now owned by Zack Shutt (Zack was previously the Founder of Xidax PCs).
Zack was instrumental in mentoring our team and growing Player One into the brand it is today. We're excited to have his full focus as we take Player One Coffee into 2020 and beyond.
Cheers to great coffee!

MEET THE LEADERSHIP TEAM



MARK
Head Roaster



JASMINE
Director of Customer Experience & Social Media



KYLE
Vice President



ZACK
Chief Executive Officer

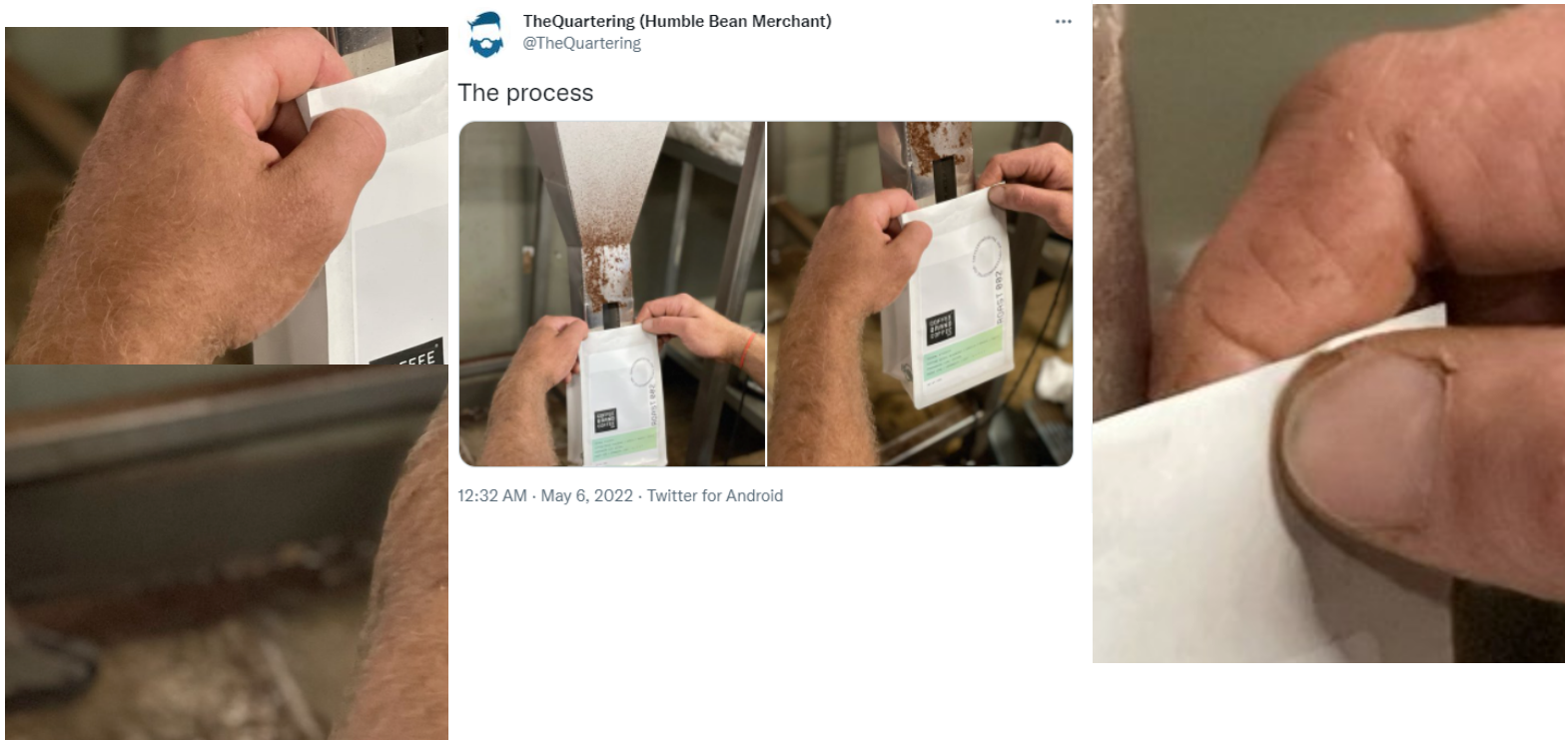
The Lies

Quartering has repeatedly lied and deceived his fans, claiming he was sourcing and roasting the beans himself and that Coffee Brand Coffee was a unique product you couldn't get anywhere else when in fact it's a generic product you can buy from dozens of online stores or directly from the roaster themselves at a significant discount.



<https://archive.ph/ujOIy>

So what does he add to the product that you are paying an extra 50+ cents an ounce for? “The process”...



<https://archive.ph/4LThV>

Hopefully with all his newfound profits he can get some gloves and a broom. Drink up!