



Havana Roasters Coffee Expands U.S. and European Distribution Through Strategic Partnership with 3PL Provider ShipMonk

Partnership Enhances Fulfillment Infrastructure, Accelerates Market Penetration, and Strengthens the Company's Long-Term Revenue Runway

LOS ANGELES, CA, UNITED STATES, March 23, 2026 /EINPresswire.com/ -- [Havana Roasters Coffee Companies](#) Inc. ("HRC" or the

"Company") ([OTC: THRC](#)) today announced a new fulfillment partnership with [ShipMonk](#), one of

North America's fastest-growing and most recognized third-party logistics (3PL) providers. The agreement positions Havana Roasters to significantly expand its direct-to-consumer and wholesale distribution capabilities across the United States and Europe, unlocking new revenue

channels and accelerating the Company's growth.

ShipMonk operates a global network of more than 11 owned and operated fulfillment centers spanning over 3 million square feet across the United States, Canada, Mexico, the United Kingdom, and continental Europe — including strategic facilities in Birmingham, UK, and Cheb, Czech Republic, providing direct access to the EU's market of approximately 750 million consumers. For

Havana Roasters, the partnership delivers immediate logistical depth that would take years and considerable capital to replicate organically.

Havana Roasters Coffee Company's CEO, Gabriel Martinez, said, "This partnership is a pivotal moment for Havana Roasters Coffee. ShipMonk gives us the infrastructure and intelligence to compete at a national and international level — reaching coffee lovers across the U.S. and into the European market with the speed and reliability our customers expect. We believe this materially

extends our growth runway and reinforces the operational foundation our investors look for." ShipMonk brings to the partnership a platform purpose-built for growth-stage and enterprise consumer brands. Recognized on the Inc. 5000 list of America's fastest-growing companies for seven consecutive years, ShipMonk delivered more than 40 million packages in 2024. The

company

achieves a 99.95% order accuracy rate, offers seven-day-a-week fulfillment, and provides two-day

domestic shipping options — all powered by proprietary warehouse automation, AI-assisted carrier

selection, and over 100 integrations with leading e-commerce platforms, including Shopify, Amazon, and TikTok Shop.

The European dimension of this partnership opens a particularly compelling commercial opportunity. Three of the world's top eight e-commerce markets are in the EU — Germany, France,

and the UK — and the continent's B2C e-commerce gross merchandise value is projected to reach

\$1.5 trillion. ShipMonk's European fulfillment centers enable domestic-like delivery speeds of two

to five days and eliminate many of the customs and cross-border cost burdens that have historically challenged U.S. brands entering these markets.

The operational leverage this partnership creates is meaningful. By outsourcing fulfillment to ShipMonk's established infrastructure, Havana Roasters Coffee Companies avoids substantial capital expenditure otherwise required to build comparable warehouse, technology, and logistics

capacity. The resulting capital efficiency extends the Company's operational runway, enables faster market testing, and supports margin improvement as order volumes scale. Management views the partnership as a direct enabler of revenue acceleration and a key element of the Company's near-term growth strategy.

About Havana Roasters Coffee Companies, Inc.

Havana Roasters Coffee Companies Inc. is the exclusive license holder and commercialization arm for Havana Roasters Coffee™, a premium Cuban-style coffee brand based in Florida and expanding to Los Angeles. Through its license, the Company develops and markets artisan-roasted

coffees, consumer packaged goods, food and beverage offerings, retail and franchise concepts, and hospitality services. HRC is executing a multi-channel growth strategy designed to scale the Havana Roasters Coffee™ brand across wholesale, retail, franchise, and e-commerce markets.

More information is available at thehrccompanies.com.

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FORWARD-LOOKING STATEMENTS

This press release contains forward-looking statements within the meaning of the federal securities laws. All statements other than statements of historical fact included in this presentation are forward-looking statements. These statements relate to analyses and other information, which are based on forecasts of future results and estimates of amounts not yet determinable. These statements also relate to our future prospects, developments, and business

strategies. These forward-looking statements may be identified by the use of terms and phrases

such as "anticipate," "believe," "could," "estimate," "expect," "intend," "may," "plan," "predict," "project," "target," "will" and similar terms and phrases, including references to assumptions. However, these words are not the exclusive means of identifying such statements. Although we believe that our plans, intentions, and expectations reflected in or suggested by such forward looking statements are reasonable, we cannot assure you that we will achieve those plans, intentions, or expectations. All forward-looking statements are subject to risks and uncertainties

that may cause actual results to differ materially from those that we expected or may prove unachievable.

The forward-looking statements included in this press release are made only as of the date hereof.

We undertake no obligation to publicly update or revise any forward-looking statement as a result of new information, future events, or otherwise, except as otherwise required by law.

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