



Paul and Marcy Olson at the counter of the new Aroma of HOPE Coffee Shop in Goldthwaite.

Coffee shop benefits mission work

By Brian Whitt
Goldthwaite Eagle

When Paul and Marcy Olson decided to open a coffee shop in Goldthwaite, they did so with the intention of making it part of their life’s work. Long active with Refuge Christian Ministries International in Belize, Guatemala, and other countries, the Olsons wanted their new business to be more than just a place to buy a cup of joe, and they established Aroma of HOPE with the goal of supporting the work closest to their hearts.

When you purchase a cup of coffee at Aroma of HOPE, you aren’t helping to pay someone’s salary or keep the lights on. Instead, you are contributing to missions in Central Texas and Central America. The Olsons held their Grand Opening Monday in downtown Goldthwaite, serving a variety of coffees and snacks in an environment that not only offers a place to relax, but provides a way to contribute to a greater purpose.

“We’re not trying to duplicate Starbucks or anything like that. We’re just kind of our own unique vision and plan,” Dr. Paul Olson said last week. “We’re connecting it in with our ministry in that profits of Aroma of HOPE coffee shop [will] go to Refuge Christian Ministries, and a portion will also go to the House of Hope men’s ministry in Hamilton, and another part of it will go to an orphanage in Mexico.”

The guiding principals behind Aroma of HOPE make it uniquely suited to local ministries.

“Really, the Aroma of HOPE Coffee shop is a...ministry outlet in a way,” Olson said. “We’re gonna have availability for people to come in and do a Bible study if they want to, or if somebody wants to come in and start a Celebrate Recovery or something like that, we’re open to doing things like that in the evenings.”

Aroma of HOPE’s regular hours will be Monday-Saturday, 7:30-5:30.

Modern technological convenience is another feature of Aroma of HOPE, a must in today’s world.

“We have wi-fi, fiber optic wi-fi,” Olson said.

Situated next to Aroma of HOPE is P&M Country Creations, a unique gift shop operated by the Olsons stocked with antiques, collectibles and handcrafted items from twenty-five different countries.

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