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## Company Overview

While working in the Middle East, Jason Araghi identified a unique opportunity – to create Saudi Arabia’s first Seattle-style gourmet coffeehouse. Jason enlisted the help and coffee expertise of his brother, Jon, and together they opened Art Nouveau Café in 1996, a business that experienced tremendous local success. Perhaps more importantly, the coffeehouse drew the attention of some java-thirsty U.S. soldiers at a nearby military base in Eskan Village. As buzz about the café spread among military men and women, top Army personnel invited Jason and Jon to open a café on base – an opportunity they couldn’t resist. And thus, Green Beans Coffee was born. Troops based at Eskan Village were so happy to have a “just like home” coffee café that soon thereafter the Air Force requested a Green Beans Café. Within a year, Green Beans had opened three more locations at Prince Sultan Air Base.

With the successful launch of these four cafés, it became clear that U.S. soldiers stationed abroad had been craving good, consistent, coffee for a long time. With this realization, the company’s mission became very clear – offer the men and women of the U.S. Armed Forces stationed around the globe the highest quality coffee beverages, serve them exclusively and most importantly, create a place where soldiers can relax and feel at home.

Today, Green Beans Coffee Company operates more than 65 locations at military bases throughout Southwest Asia, the Middle East, and East Africa. And in order to continue bringing great coffee to service men and women after they return home, the Green Beans team has introduced its cafes onto military bases within the United States.

All U.S. locations remain true to the original Green Beans ideals – fostering a sense of local and global community for customers and using “green” business practices and organic products whenever possible. In addition, U.S.-based stores focus on consistently building upon and creating new initiatives dedicated towards service to the armed forces, such as the hiring of veterans and retired military personnel, employee volunteer hours and in-store hosting of community events.

Green Beans believes in giving back to the community and is actively committed on a national level in its support of organizations that strive to improve life for disabled soldiers, military families and young Americans. Green Beans currently supports TAPS, The Tragedy Assistance Program For Survivors, a national organization dedicated to compassionate care for the families of America’s fallen military heroes.



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TAPS provides free peer-based emotional support, grief and trauma resources, seminars, case work assistance, and 24/7 crisis intervention care for all who have been affected by a death in the Armed Forces. Additionally, Green Beans provides ongoing support to Soldier's Angels, an organization that provides aide and comfort to members of the armed forces and their families. To date they have sent thousands of care packages to deployed soldiers, helped the wounded at military hospitals and aided military families in need.

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