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**Jason Araghi**  
**President Green Beans Coffee Company**

Jason Araghi has truly lived an international lifestyle, so it's fitting that he now runs a coffee company that operates locations in countries halfway around the world from his office in California. Jason was born in Los Angeles, but at the age of five, his family moved to Iran to accommodate his father's work. In 1978, his family moved back to the United States when the revolution in Iran threatened their safety. His father promptly bought an Italian restaurant in California, and Jason worked in the kitchen as a chef. This job at his father's business uncovered Jason's passion for cooking and the food industry – skills that would prove useful in his own business many years later.

While food was his extracurricular hobby, Jason was academically driven to the medical profession. Immediately after high school, he headed off to get his pre-med degree and then onto chiropractic school at Palmer University-West. As one of the school's youngest graduates ever, he was offered and accepted, a position to open the largest chiropractic and sports injury clinic in Saudi Arabia and the Gulf. He was dedicated to his work, but in 1996, personal injuries he sustained brought an end to his chiropractic career. He continued to manage the business aspects of the clinic, but when an ambitious princess, who was once his patient, presented a new business opportunity – to open a café within her new modern

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furniture showroom, Art Nouveau – he knew he'd found his next business endeavor.

Working with his brother Jon – also a chiropractor, but with a true zest for the coffee business – he set to work on a plan to open the new café. Jason developed strategies for building the business and key strategic relationships, while Jon consulted on the vision and design of a Seattle-style coffeehouse that would work in the Saudi marketplace.

Upon opening the café in 1997, Saudis and U.S. military personnel from a nearby base became regular customers. In fact, so many high-ranking officers frequented Art Nouveau Café that Jason began conversations with the military to open a store up on the base at Eskan Village so that the soldiers didn't have to drive 45 minutes for a good cup of coffee. The base leaders agreed, and within six months, Jason and Jon opened the first Green Beans Café.

Once open at Eskan Village, Jason realized that part of the military's plan for keeping troop morale up was to provide restaurants and food concepts similar to those at home. He also realized that a coffee concept like Green Beans had never been offered on these bases. With this realization, Jason set a personal goal to grow with the military as they expanded their limited footprint in the region. Jason developed certain company practices and ideals that were key to success, including shipping all materials direct from the U.S. to the bases to eliminate third-party tampering, offering top-rate customer service, providing a place where soldiers could truly relax, being able to open in challenging locations and finally, giving revenue back to organizations that support military families who have lost loved ones in battle.

Jason maintains a fierce drive to continually improve and expand the offerings at Green Beans. He tastes new coffees on a weekly basis to scout the best blends and looks forward to bringing more Green Beans Worldcafés stateside later this year, allowing them to continue serving their military customers after they return

home. The first Green Beans Worldcafé opened March 2007 in Fairfield, Calif., near Travis Air Force Base. It offers the established Green Beans menu, a brand new look and, hopefully, the 15 minutes of tranquility that the brand has always offered to those stationed in other countries.

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