

H. Jason Araghi
CEO & Co-Founder
Green Beans Coffee Company, Inc.

Jason Araghi is the Co-Founder of Green Beans Coffee, and sees to the successful operation of this multi-national company with seventy locations worldwide in seven countries. His entrepreneurial spirit and drive, as well as a belief that “failure is not an option” has led to the dynamic growth and success of the company.

While living in Saudi Arabia in the mid nineties, he was one of the many expats that would return to the Kingdom after holidays with a suitcase half full of coffee beans since there were no gourmet coffee outlets in the market. He learned soon that most expats were doing the same thing, and that’s where he saw the opportunity. Through a network of contacts in the US, Jason and his brother Jon started to import, package and sell coffee beans at local bazaars and supermarkets under the Green Beans brand.

Working with his brother Jon who had a zest for the coffee business, he set to work on a plan to open a new café in a high-end furniture showroom called Art Nouveau. Jason developed strategies for building the business, 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, 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 on the base at Eskan Village so that 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.

Jason set a personal goal to grow with the military as they expanded their limited footprint in the region. He developed certain company practices and ideals that were key to their success, such as shipping all raw materials and equipment direct from the U.S. to the bases abroad to eliminate third-party tampering. The company strives to offer top-rate customer service, provide a place where soldiers can truly relax and feel like they are back home... if only for a few minutes, and to open and operate its cafes in challenging remote locations and hazard zones.

Giving back to the communities that Green Beans serves is very important to Jason and has been one of the pillars of the company. A percentage of every purchase made at Green Beans goes back to organizations that support Soldiers as well as military families and children of the fallen.

Jason maintains a fierce drive and commitment to continually improve and expand the offerings at Green Beans. He regularly tastes new coffees and products in order to offer the best possible beans and new menu offerings. He also travels frequently to his overseas cafes to ensure that quality control and customer service standards are not only met, but exceeded.

Here in the US, Green Beans cafes offer the same super premium organic coffees and quality teas that Soldiers and Airmen have grown to appreciate overseas, and of course, the “15 minutes of tranquility” that the brand has always offered to those deployed abroad.

To better manage the company in this global business environment, Jason attended and graduated from the prestigious TRIUM Global MBA program.

When he is not abroad for business, Jason enjoys travelling with his wife and two sons. He also likes to go sailing, skiing, and exercise at the gym.

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