



**For more information:**

[info@greenbeanscoffee.com](mailto:info@greenbeanscoffee.com)

phone: US (415) 461-4023

phone: Intl: +965-697-2223

**Jon Araghi  
Vice President  
Green Beans Coffee Company**

As a young boy, Jon Araghi may have been destined for a life in the coffee business before he even realized his own dream. On trips with his father to the local country club, he became fascinated with an elaborate espresso machine guarded by a shiny metal eagle on top. When Jon learned that this beautiful machine made coffee, his love of the drink was born.

Jon spent most of his childhood in San Francisco, and at the age of 18, he stepped into the Los Gatos Coffee Roasting Company and tried his first Cafe Mocha. Just one sip brought back all of his happy memories of childhood and inspired him to learn everything he could about the delicious beverage. He spent the next six years exploring coffeehouses in the Bay Area, meeting the shop owners and learning all the tricks of the coffee trade.

Immediately after college, Jon accepted a job offer from his brother, Jason, who had a successful business in Riyadh, Saudi Arabia. One of their clients was a young princess who had just opened a modern furniture showroom in the city and was considering adding a café on the business's second floor. Jon and his brother jumped at the opportunity to head up the project, and with the help of the owner and master roaster of The Los Gatos Coffee Roasting Company, they successfully built and equipped the first Seattle-style coffeehouse in Riyadh, naming it the Art Nouveau Café. When the store opened in 1997, it soon became a favorite stop for Saudis and many men and women from the nearby U.S.

Army base at Eskan Village. Because of the enormous success of the Art Nouveau Café, top Army personnel soon began talks with the brothers to open up a shop within the base. About one year after Art Nouveau's opening, the first Green Beans Café opened in Eskan Village. Jon and Jason hired their first Green Beans employee, Ahmad Lewali, and his magnetic personality – and the brothers' taste-of-home product offering – drew in crowds of soldiers each day.

As word about Green Beans spread, the business expanded to different bases, different branches of the military and even many different countries. Jon believes the top lesson he's learned throughout all of his experiences with Green Beans is that “the U.S. soldier is the best customer in the world.” Jon remains amazed at how appreciative his customers are and how resilient they remain even when facing the most difficult conditions of life, daily hardships and personal losses.

Jon credits the success of Green Beans Coffee Company to its ability to bring people of different cultures together to enjoy a common pleasure. Throughout times of peace and war, Green Beans has also succeeded in contributing to the moral welfare of U.S. troops stationed abroad, bringing smiles to faces no matter the continent or the conditions. As part of his job, Jon frequently travels alongside these troops, waiting on cargo planes to transport him from one undisclosed location to another, going without sleep and even dodging bullets – but he wouldn't trade his job for any other one in the world.

Green Beans now serves thousands of soldiers a day – from the Horn of Africa to the Middle East to Central Asia – and Jon looks forward to introducing the Green Beans experience to the United States as well. The first domestic Green Beans location opened on January 2, 2007 in Vacaville, California near Travis Air Force Base. The store is called Green Beans Coffee Worldcafé and offers the traditional Green Beans experience, but with a brand new look.

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