



Jittery Joe's Brews Success in Georgia

WHO IS JITTERY JOE'S?

Jittery Joe's is a specialty coffee roaster based in Athens, Georgia providing superior single origin and blended coffees. They source directly from farmers in various countries and are committed to producing the best coffee blends you can get.

THE STORY

Jittery Joe's began in 1994 when two brothers decided they wanted to open a bar in downtown Athens, Georgia. Being underage at the time, the pair opted for a coffee shop instead and opened their first store next to the famous 40 Watt Club. They stayed open 24 hours and served everyone from concert-goers to the mayor.

Shortly after opening, *The Simpsons* aired an episode in which Marge visits a diner named Jittery Joe's. The pair did a search and discovered that the name was not copyrighted and obtained a federal trademark. They re-branded as Jittery Joe's, and the business took off.

In 2002, the brothers sold the business to current co-owner and CEO, Bob Googe. Bob, along with co-owner and President, Michael Ripps, and Head Roaster, Charlie Mustard, run the operation together in Athens. They franchised the company and now wholesale to all 50 states.

Head Roaster, Charlie Mustard, has been roasting coffee for 20 years and has a master's in food science from the University of Georgia. "There is probably no one else in this state who has roasted coffee as long as Charlie has," says Bob. "And it gives us an advantage in terms of quality; our expertise in both selection and roast style is unequalled in the state of Georgia."

They work hard to source coffee direct trade, which is even more favorable than fair trade because the product is bought straight from the farmer. Forty to sixty percent of their coffee comes direct trade from farms in Nicaragua, Brazil, Colombia, Rwanda and Sumatra.

Company:

Jittery Joe's

Industry:

Small Business
Food Processing

What Georgia provided Jittery Joe's:

- Collaborated with the University of Georgia food science program in product development and research
- Partnerships with state public institutions to sell their coffee on campus

Awards:

- **#1 24-hour Coffeeshop in the Nation**, *Rolling Stone* magazine, 1995
- **Georgia's Most Innovative Small Business in the State**, 2010
- **Best Coffee Shop in Athens**, *Athens Banner-Herald*, 2003-2016
- **Best Coffee Shop**, *Flagpole* magazine, 2010-2016
- **Community Impact Business of the Year Award**, Athens-Clarke County School Board, 2012
- **Community Youth Development Award**, Athens-Clarke County, 2009
- **"Sumatra Wahana" flavor named one of the top 10 coffees in the nation**, *Saveur Magazine*, 2013



Most of the coffee they produce goes to restaurants and venues including Philips Arena, the Georgia World Congress Center, Star Provisions, Bachanalia, Gun Sho and the Ritz Carlton in Atlanta.

Jittery Joe's is also deeply-rooted in the community, owing most of its success to the loyalty of its Athens customers and University of Georgia students. "I always say, you've got to be your local coffee shop wherever you are." And Bob stays true to that thinking, designating 90% of their advertising budget to community service donations. "You can't show up for an event or fundraiser in Athens and not see Jittery Joe's as the coffee sponsor."

Jittery Joe's has 9 stores in Athens, 17 locations nationwide, and even sells out of a small shop in Japan. They employ 230 people and have doubled in size since 2007, with plans to increase their footprint in the state, nation and beyond.

HOW HAS GEORGIA HELPED?

- Collaborated with the University of Georgia food science program in product development and research
- Partnerships with state public institutions to sell their coffee on-campus

AWARDS & RECOGNITIONS

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“Georgia is a great place to do business and has easy access to all parts of the world. I travel to farms around the globe and am able to get there a lot quicker and more efficiently than my friends elsewhere.”

- Bob Googe, Co-Owner and CEO, Jittery Joe's

