

All IVAA Preferred Partners offer exclusive discounts and rates to IVAA members. This month, IVAACast explores the delightfully delicious world of Jax Coffee House and Roastery, a Preferred Partner that offers an olfactory experience with a twist of marketing genius. Please remember to support this and all IVAA Preferred Partners by supporting their businesses and recommending them to your clients and associates whenever appropriate.

Jax Coffee House and Roastery

Owned by Jack and Karen Erhart [pictured right], Paso Robles, California-based Jax Coffee House and Roastery is a small-batch coffee roaster and coffee gift box service.

Jax uses the aromatic qualities of freshly roasted premium coffees and adds a personal touch by packaging the homemade java into fashionable gift boxes, a unique marketing product designed to match each Virtual Assistant’s exclusive brand identity and adds the power of “aroma marketing” to their business-promotion efforts.

Jax Coffee House and Roastery offers:

- Custom designed coffee bag labels that are about you and your business
- Handcrafted coffee - roasted to order
- Attractive packaging and note card with personal message
- Subscriptions available for ongoing marketing efforts



IVAA members receive exclusive discounts from this Preferred Partner. Package prices start at \$18, which includes the cost of shipping, as well as free customized label design (a \$150 value)! When you become a patron of this Preferred Partner, you’ll have an excellent opportunity to not only promote your business, but to send promotional gifts on behalf of your clients as well.

Each time your clients sip a fragrant, soothing cup of Jax Joe, they’ll think of you, and all of their five senses will brand a pleasant image of YOUR business into their memory. They’ll be pleased to see and open the beautiful gift box. Then, they will smell the aroma of roasted coffee and think of you as they listen to it brew. Finally, they’ll taste the coffee, glance back at the elegant gift box (with your logo), smile and make a mental note of your business while they continue to enjoy the experience.

Now that’s powerful marketing!

For more information about Jax Coffee House and Roastery, visit them online at <http://www.jaxcoffeehouse.com>. Please be sure to identify yourself as an IVAA member and/or enter “IVAA Member” in the subject line of your e-mail to receive the IVAA member discount.