



Jax Coffeehouse & Roastery

Jack Erhart, the proprietor of Jax Coffee House in Paso Robles, California, named his coffee house after himself, but with a twist. According to him, changing the spelling to "Jax" has brought smiles to people's faces, reminding them of that favorite childhood game, since he opened Jax in 1995.

Jack wanted more control of the quality of his coffee and, after pursuing education and training in roasting coffee, began roasting his own in 2001. Jax Coffee House offered locals a quiet place for people to enjoy a good cup of coffee for over a decade. Between roasting the coffee, and brewing it throughout the day, the scent of fresh coffee permeated the coffeehouse and people commented consistently on the wonderful aroma.

Encouraged by Jax's patrons, Jack decided to tap into the power of the smell of fresh coffee and developed a marketing program that connects this most pleasant of aromas with a business' services through a fully customized coffee gift box.

Jack and his wife Karen found their time and energy increasingly divided between the two areas of their growing business and eventually decided to stop selling beverages. This allowed them to continue pursuing excellence in their roasting and aroma marketing. Most of their time now is committed to developing customized aroma marketing programs for their clients.

The original location of Jax Coffee House & Roastery is still open for retail sales of their roasted coffees to locals. For more information about Jax and their Gift Box "aroma marketing" program, check them out online at www.jaxcoffeehouse.com.

IVAA members enjoy a special relationship with Jax - for more information, check out the partners page on the IVAA website at www.ivaa.org.