



THE GALLERY

www.pjscoffee.com

Spring 2000

PJ's: Voted BEST COFFEEHOUSE! **-by New Orleans Magazine & The Gambit Weekly**

Perry Pertuit, Marketing Manager

The people have spoken! Reader surveys were conducted by two of New Orleans' finest publications, *New Orleans Magazine* and *Gambit Weekly*-and we won! Also, for the second year in a row PJ's in Augusta, GA was named "Best of Augusta", by Augusta Magazines' reader poll!

New Orleans Magazine published their winners in January 2000, and listed **SPECIALTY - Best Coffeehouse: PJ's**, New Orleans has enough coffeehouses to keep us wired into the next millennium, brews from local chain PJ's head the list.

The Gambit Weekly's Best of New Orleans was published on August 31, 1999. Listed on page 41, **Best Coffeehouse: PJ's** on Magazine near Jefferson won the top honor.

We would like to say thanks to both of these fine publications for the awards, but mostly our fine customers. We realize that we were chosen by our loyal customers, and it is an honor that we hold deeply at all of our cafes. So, we would like to say **THANK YOU** to:

-The students studying in between classes at the table in the corner.

-The business men and women that stumble into the cafe half asleep in the morning-looking for that perfect cup of coffee to start their day and begin the commute into work.

-Those of you with the daily ritual of meeting friends at the cafe to chit-chat over a latte and simply enjoy each others company.

-Book readers curling up to their favorite book and their favorite seat in the cafe.

-Everyone that comes in to simply enjoy our great products, service, atmosphere, and to reward themselves with the simple pleasures that make up **their own neighborhood PJ's cafe!**

We always strive to give you the best in a neighborhood cafe, and promise to continue giving you what you deserve!

Coffee:
The Art of PJ's

A Company and its' Customers - coming together, as told by a Cafe Manager!

Elli Cariveau, Cafe Manager

PJ's as a learning experience!

I worked at PJ's as a counter server and then as an assistant manager for about eight months before I was asked to be the Store Manager at the Maple Street cafe in January of 1997. I knew I would learn a lot about accounting, scheduling, supervising, and all of the "behind the scenes" work that needs to be done on a daily basis, and the training provided by PJ's was exceptional. I have grown a lot as a person because of the amount of responsibility I have taken on. Through the process of creating solutions and implementing change I have expanded my capacity to communicate clearly and set goals for myself and for the cafes that I manage.

What I didn't expect when I began my training was the wealth of information that would be taught to me by our customers. Over the last three years, I have spent a lot of time talking with our very loyal customers and getting feedback, as well as analyzing trends in sales and demands. I have worked in specialty coffee shops for more than nine years, and my experience has been with very small, locally owned companies as well as large companies like Starbucks. I feel

that PJ's is very unique and it is largely due to the sense of community created by our customers. PJ's customers have a wonderful sense of ownership when they come in, and they are not too shy to express what they want to see, or what they don't want to change. When decisions are made at PJ's, the first and foremost topic of discussion is how it will affect our customers, and how they will react to change. We ask ourselves what we can do to make this

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the best possible decision for both the customers and the company. Now, obviously, it can't be based *purely* on what would be best for customers or else all of our coffee would be complementary, but I have rarely seen a company devote so

much time to discussing the needs of actual, individual customers that we know by name.

In a time of great diversity and rapid change, it is no small feat that a company and its customers can come together as a team to create such a strong sense of community and a place where everyone can feel comfortable, relax, and get away from the world for a little while. It is my opinion that everyone should feel very proud to be a part of this accomplishment.

Elli is the manager of PJ's original cafe on Maple St. in uptown New Orleans!

PJ's - going Coast to Coast!

Bryan O'Rourke, President

The past year has been an exciting one as PJ's has added numerous new cafes to our system. In the next few weeks the Company will add three new locations in Daphne, Alabama, Jacksonville, Florida and an additional site at the New Orleans International Airport. In February PJ's signed a letter of intent to open twenty new locations in San Diego. The first California PJ's will be opening in San Diego in a matter of a few months. PJ's can now claim a presence for its customers from coast to coast!

In the coming weeks and months ahead PJ's will be expanding and adding additional locations in new markets. With the planned opening of our new worldwide headquarters in the New Orleans Central Business District on April 1st, ***PJ's is poised to become the franchisor of choice in the specialty coffee industry!*** Thanks to you our customers and our fabulous franchisees we plan on bringing a little bit of New Orleans and our quality coffee to the rest of the country!



My Very Own PJ's-a franchisees' perspective

Pam Clifford, Owner - PJ's in River Ridge, LA

I started working at PJ's in the summer of 1989, managing the Maple St. (New Orleans) café. PJ's had just celebrated 10 years in business. We had two charming cafes on Maple St. and Magazine St., and a new kiosk on the Tulane University campus. That was the summer the first PJ's franchise opened in Mandeville, LA. I remember saying, "Wow, you mean you can OWN one of these?!"

The years passed and the company grew, and in the fall of 1992 a location became available in River Ridge, LA that looked perfect for a PJ's. So, in early 1993 my family opened the fifth PJ's franchise. It was a very exciting time for me, and I had the best of both worlds! I got to work with the company I loved, and still had the opportunity

to own my own business, to be my own boss. I had my very own PJ's.

What's the best thing about owning a PJ's franchise? It has to be the people. People like our employees, who are like family. One actually became family when her sister married my brother last summer. People like our customers, many of whom have become great friends. Sure, running a business can sometimes give you headaches, and the hours can be long. But when one of our young staff members died and the funeral chapel was filled with our customers, I knew it was worth it. Each time we receive an invitation to a customer's wedding or child's birthday party, we know it is worth it.

I have my very own PJ's, and I couldn't ask for a better job!

Brewing a Bag of "New Orleans Best" at Home!

Cassie Melendez, Director of Operations

This is the first of a new series of useful tips to help you brew "New Orleans Best" at your own home!

"I buy PJ's coffee and brew it at home, but it doesn't taste the same as the coffee I get in the store."

If you have ever found yourself thinking this, you're not alone. We at PJ's have put a lot of work, resources and training into making the best cup of coffee for your enjoyment. You may not have all those resources in your home, but by applying some of the techniques we use in the cafes you can make great coffee at home.

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Aside from PJ's coffee beans, one of the most important factors to a good cup of coffee is clean equipment. No matter how fresh your coffee and pure your water, if you put either into a dirty grinder or brewer, you will not like the results.

A little residue or old coffee can make your brew taste bitter, stale or just plain awful. Get out a brush and scrub the coffee residue out

of your brewer. Don't forget to clean your grinder: unplug the grinder, use a paper towel or grinder brush to remove all the ground coffee from all surfaces of the grinder.

Next issue. . .how to make the most from your hot drip brewer.

PJ's New WEB SITE

We are very excited to announce the launch of our newly designed web site www.pjscoffee.com. The new site contains many great aspects of PJ's such as current news, history, products, menus, locations and maps, franchising information, the PJ's corporate team, and our mail ordering system.

We are very proud of the new web site, and one of its unique features is that you can contact each member of the PJ's team from Operations to Marketing, under the "our team" section. We look forward to any questions or feedback you may have.

We will constantly update the web site with new and exciting information on products, promotions, new locations, happenings, and much more, so check it out regularly!

Tea Tidbits

Tea is traditionally consumed in three forms, with 78 percent of the world population drinking black tea, 20 percent drinking green tea and two percent drinking Oolong tea.

Did You Know?

POUR ON PROFITS:

The tradition of pouring tea over ice to make iced tea was born out of desperation. On a sweltering summer day at the 1904 World's Fair in St. Louis, Indian tea merchant Richard Blechynden used ice as a means of selling his hot tea to the crowds.

-Cafe Culture, October 1999