

Roger's Family Coffee

If you like coffee, no need to spend big bucks at the local coffee house. You can find the quality coffees to make your own at Costco and other distributors. The quality coffees are being developed right here in Lincoln by Roger's Family Coffee company, otherwise known as JBR, Inc. They're in the process of relocating their warehouse from San Leandro to the Lincoln AirCenter Business Park.

"We found an existing space, part of the HP complex," explains CEO Pete Rogers. "We had to do a little remodeling, but overall it suited our needs."

Rogers says he has about 60 workers who have relocated to Lincoln right now and by the middle of July or the first of August, those numbers should swell to about 110 as they slowly move people and equipment out of the San Leandro warehouse to the Lincoln facility.

"We have a bunch of production lines down there and we'll close one down there and transfer the people up here and then close the next one down and so on, so we don't close our operation down altogether," explains Rogers.

The Roger's Family Coffee company really began years ago with Roger's father. They produce fine quality coffee lines, sold mostly in the Bay area and through the Costco chain nationally.

"We produce a black bag for the French roast, a blue bag for the Columbian beans, and a green bag for the decaf. We've also done some private label brands for them as well. We try to introduce a fresh brand for Costco every year. Right now we're doing a Rowandan brand and a brand from Papa New Guinea," explains Rogers.

Rogers says he imports coffees from all around the world, but mostly from Central and South America, Africa and the Western Islands like Papa New Guinea. The Rogers family has always felt it is important to take care of the farmers and those who produce the products.

That's given the company an excellent product at a better than competitive price.

"We've always offered coffees to the consumer at a very low price for a high quality product," explains Rogers. "Our competitors may charge \$18.99 per pound for their coffee. We only charge \$10.99 for three pounds. We're not out to make oodles of money. We just think it should be a high quality product at a very good price," concludes Rogers.

He says while the slower economy has impacted many people, he believes his consumers are actually pretty stable and new consumers are trying his products every week.

The company will occupy a little over 215,000 square feet of space on Venture Drive.

So why relocate in the middle of a recession? Rogers says it's his Dad's idea.

"San Leandro is right on the San Andreas fault line and my Dad's just afraid that a big earthquake is due which could have disrupted the business. So we looked around and found this great spot in Lincoln which is outside of the earthquake zone," explains Rogers. "Besides, it's a really nice place to be."



"I think it's the quality, plus I think people are impressed with the social projects our company is involved with in South America and Africa. We try to help the farmers in those developing countries by helping with their schools and other needs," explains Rogers. "It's a family business that cares about different environments and cares about the farmers and does a lot of good for social programs around the globe and that impresses people."



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