Joffrey's Coffee

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Joffrey’s Coffee & Tea Co.: Our Story

Joffrey's Coffee & Tea Company, established in 1984 in Tampa, Florida, began as one of the state's first specialty coffee roasters. The company has since expanded its reach, becoming the official specialty coffee provider for Walt Disney World Resort, Disneyland Resort, and Disney Vacation Club. Joffrey's is renowned for sourcing only the finest Specialty Grade Arabica beans, representing the top 10% of Arabica beans produced worldwide. Their Roastmaster, Chris de Mezzo, collaborates with Disney's culinary team to create exclusive blends for guests to enjoy. Beyond Disney properties, Joffrey's products are available in various retail channels, including Amazon, TJX Stores, and grocery retailers. The company remains committed to small-batch roasting, ensuring maximum flavor and freshness in every cup.



Ted Abrams

President & CEO, Joffrey's Coffee & Tea Co.



Ted C. Abrams is a distinguished business leader with extensive experience in financial management and operations. His career spans various industries, including consulting, manufacturing, distribution, and corporate acquisitions.

Education

Mr. Abrams earned a Bachelor's degree in Accounting from Albright College in Reading, PA, and later completed his MBA in Finance at Emory University in Atlanta, GA.

Career Highlights

- **Financial & Operational Expertise**

Mr. Abrams has worked in both large and small companies, including Coopers & Lybrand. His operational experience includes consulting for organizations such as Waste Tire Management and National Linen Service. At Waste Tire Management, he led a successful turnaround that resulted in the company's sale to a publicly traded firm. At National Linen Service, he managed projects focused on manufacturing and distribution improvements,

plant consolidations, revenue growth, and customer service enhancement.

• **Acquisitions & Leadership**

Mr. Abrams has overseen the successful acquisition of five competitors, further expanding his expertise in business growth and development.

• **Joffrey's Coffee & Tea Co.**

In 2001, Mr. Abrams moved to Florida to become President & CEO of Joffrey's Coffee & Tea Co. Over the past 23 years, he has grown the company from $3 million to over $70 million in revenue, increasing its workforce from 30 to 280 employees.

Under his leadership, Joffrey's has become a national brand with wholesale operations serving major clients, including Aramark, Canteen, Publix Supermarkets, Costco, TJX, Marshalls, HomeGoods, major food distributors, and the U.S. Military.

• Negotiated national distribution contracts with Aramark Refreshment Services and Canteen, the country's two largest office coffee distributors.

• Led the development of a military distribution channel, making Joffrey's products available on military bases, commissaries, and submarines.

• Spearheaded the long-term Disney partnership, securing Joffrey's position as the "Official Specialty Coffee of Disney Parks & Resorts." This agreement expanded Joffrey's presence across Walt Disney World, Disneyland, Disney Vacation Clubs, and Disney Cruise Lines, including in-room, cruise line, and retail locations.

Community Involvement

Beyond his professional achievements, Mr. Abrams is committed to philanthropy. He serves on the boards of Make-A-Wish Foundation and Johns Hopkins All Children's Hospital, contributing his time and expertise to these important causes.

Giovanni Gutierrez

Vice President of Marketing, Joffrey's Coffee & Tea Co.



Giovanni Gutierrez is a seasoned marketing executive with over 20 years of experience in brand strategy, digital transformation, and consumer engagement across the food and beverage, telecom, and advertising industries. He has a proven track record of delivering impactful marketing campaigns that drive significant revenue growth.

Professional Achievements

• As VP of Marketing at Joffrey's Coffee & Tea Co., Giovanni has played a pivotal role in increasing the company's annual e-commerce revenue from $400,000 to $3 million in less than five years.

• Led the successful launch of Joffrey's licensing partnership with Disney, which expanded the brand's national and local distribution and strengthened its presence in key digital and retail channels, including Amazon, TJX Stores, Disney Parks & Resorts, and grocery retailers.

• Recognized for fostering cross-functional collaboration and building high-performing teams to execute ambitious marketing strategies.

Previous Experience

Before joining Joffrey's, Giovanni held key marketing roles at Verizon and Media General (The Tampa Tribune). His contributions to advertising and marketing were recognized when he was named one of the Top 20 Under 40 by the Newspaper Association of America in 2008.

Education & Thought Leadership

Giovanni holds an MBA with a concentration in Marketing from the University of Tampa. He remains a strong advocate for innovative consumer engagement strategies, leveraging cutting-edge digital tools to drive brand success.

This version enhances clarity, structure, and readability while preserving the original wording and meaning. Let me know if you'd like any refinements!