



FRESH LOVE PDX

LOCAL JUICE & SMOOTHIE BAR & CAFE
ROCKY BUTTE NEIGHBORHOOD, PORTLAND, OR
OWNERS: BEN & SERINA

Their neighborhood had too few options for fresh, healthy food, so Ben & Serina had a vision: to create a place where neighbors could gather, buy fresh local foods and groceries, and celebrate the best of their community.

Jay & Oak supported them from concept through opening, and into their first year. With their proactive timeline, we recommended they start with what they know - as a juice bar & cafe with a few produce options - and grow from there. We advised them on business strategy, developed a community survey for market research, and got their brand started with logo, branding, photography, and messaging support. **We worked hard to be their allies during the stress and uncertainty of solidifying their concept and turning it into reality (as business and life partners).**

The research showed the idea was popular, their community connections were strong, and they found a great location. With great food, friendly service and steady traffic, after two months they had a five-star rating on google (22 reviews) and are well on their way. We currently support them with financial systems set up (including their complex POS system), bookkeeping, developing key performance indicators (so they can easily understand how they are doing financially), and on-demand marketing support. **We look forward to many years of going to Fresh Love and supporting their vision as it solidifies and grows.**



WHAT THEY HAVE TO SAY ABOUT US

"Jonathan and Ilana have been a key part of our team. Guiding conversations, driving research, helping us ask and answer important questions, and supporting us as we grew from a seed of an idea to a real business. Jonathan is a grounding realist (in the best way) that has brought us back to our mission again and again, and Ilana's artistic spark is creating a beautiful thread to tie our brand together."

HOW WE SUPPORT BEN & SERINA

MARKET RESEARCH	SOCIAL MEDIA & EMAIL TEMPLATES
LOGO & BRANDING	PRODUCT PHOTOGRAPHY
MESSAGING & COPYWRITING	FINANCIAL SYSTEMS DEVELOPMENT
WEBSITE	FINANCIAL ADVISORY & BOOKKEEPING



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