

The Legend of JestGreen

Our Story

A young chef, who enthusiastically prepared food for his family every day, soon grew and flew thousands of miles away to Miami for culinary school. He graduated with his degree and was proud, his family even prouder. It was now time to face the world and he was ready—or so he thought. Chefs were vicious, angry, drunk—and—believe it or not, many were actual pot throwers.

Life as he knew it consisted of just his dream, his degree and a string of jobs that kept him living deprived. He remained humble and worked hard to keep his dream alive, but, his life had many unfortunate mishaps.

These unrests would lead to a perilous state of unhappiness. “Still he fought!” After the collapse of all he knew, he experienced an awakening and vowed to never again allow life's whims to dishearten him. Starting from scratch, he created a new recipe for his life.

Working another 9-5 would never fulfill his dream of culinary freedom and of creating something special by touching others; nor would it guarantee a financially stable future.

So, he thought “What powerful journey can I embark on that not only satisfies my dream of serving people good food and have fun while doing it, but also achieves a personal obligation of maintaining the health of the body, mind, and planet?”

His heart answered. “Create the world you seek to live in starting with your own business.” This conversation led to the birth of JestGreen.

JestGreen is a culmination of personal development through struggle and self-discovery. But more so, it's a place where Jest Good Food is always available at an affordable price, prepared by the heart of a legend with love and integrity.

jestgreen.com

