

PJ'S COFFEE

RESTAURANT CONSTRUCTION

PJ's COFFEE
of new orleans

BACKGROUND

PJ's Coffee delivers a unique coffee experience at all its locations. One step in the door, and you are greeted with the scent of its 100% Arabica beans, invoking the soul of its original New Orleans location.

That's why the franchisee picked The Beam Team for construction of its Alpharetta, GA location—knowing the general contractor's reputation for working with legendary brands like Domino's, McDonald's and KFC. The Beam Team understands the rigors of zoning, timelines, budgets, and exacting brand standards.

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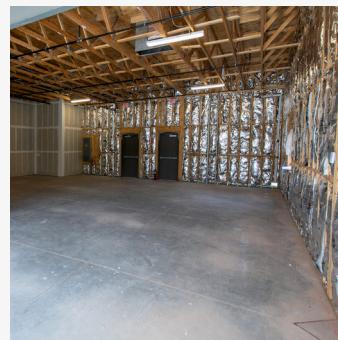
THE OPPORTUNITY

Plans called for complete interior construction. This encompassed electrical, plumbing, fire sprinkler, HVAC, framing and drywall. The job entailed FRP, millwork, acoustical ceilings, doors and hardware, a security system, sound system, hard tile, LVT, storefront doors, and of course, painting and other finish work.

Complications included a tussle with the city over the location of a menu board and the delay of lighting fixtures from China in customs at the onset of COVID.

THE SOLUTION

Working with the owner and the city, while adhering to brand specifications, The Beam Team completed the new PJ's Coffee of Alpharetta two days ahead of schedule. Despite delays on shipments and zoning, the project came within 3.5% of budget—95% of which were upgrades ordered by the visionary franchisee to enrich the customer experience. Today, this Atlanta-area location is thriving in this high-growth town, a natural meeting place in a perfect location.



Day 3, the shell is prepped and ready for build-out by the 6-person crew.



Day 58, The Beam Team completed end-to-end construction and set-up.