



**Jason Jervis**  
**President & CEO, Harvis Enterprises Ltd.**  
**Co-Founder, Jack & Jason's Pancakes & Waffles**

From a child happily enjoying an all-American weekend breakfast with his family to launching his own food product company many years later, Jason Jervis still has a passion for sharing great food with loved ones. His goal with Jack & Jason's Pancakes & Waffles (JJP&W) is to not only offer a healthy, delicious and affordable luxury at breakfast, but to inspire people to share in quality time together around the dining table.

Jervis has always housed a deep-seated need to be creative in every aspect of his life and career, so it is no surprise that in 2009 he set out to launch his own company with business partner Jack Harper. Together they formed Harvis Enterprises Ltd. and launched their first product, Jack & Jason's Pancake & Waffle mixes, in 2011 in San Francisco.

"I truly believe in our products and know they are the best-tasting mixes on the market. The fact that they are all-natural, and include healthy ingredients and real fruit makes it all the better," Jervis says.

In his role at JJP&W, he is responsible for the branding, sales, marketing, warehousing, and distribution of the products. He also assists with the manufacturing of the pancake mixes. Together with Harper, he developed recipes for five original flavors, focusing on innovating breakfast and re-engaging customers with the concept of pancakes: Original, Blueberry, Banana Walnut, Double Chocolate and Pumpkin Spice.

Prior to launching Harvis Enterprises, Jervis worked for the Pepsi Bottling Company doing brand development manager then most recently Key Account Management directing sales and marketing efforts of Pepsi-Cola products in Northern California. Among the useful lessons he learned from his time at Pepsi that he continues to instill in his own company are to value people first, re-enforce the concept that high quality standards help protect the brand image and to nurture and maintain long lasting relationships.

Jervis got his first taste of working in the food industry bussing tables at his great uncle's restaurant, eventually working as a server and a bartender at several fine

dining restaurants in Southern California. It was there where he learned about quality ingredients, great meals and how to enjoy good food on a budget.

Originally from Brooklyn, NY, Jervis was primarily raised in the Los Angeles suburb of Arcadia then spent seven years in Orange County, CA. He graduated from San Francisco State University with a bachelor's degree in speech and communications.

When he's not mixing up pure pancake perfection at Jack & Jason's Pancakes & Waffles, he enjoys a variety of activities from snow skiing to wine tasting, but spending time with his family and friends tops his list of priorities.

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