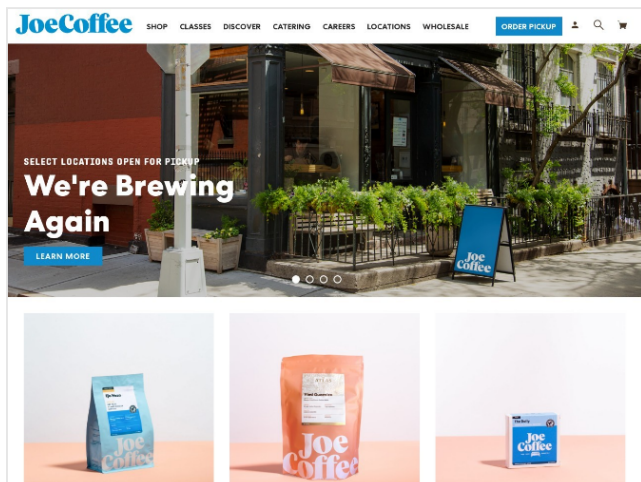




SHOWCASE

REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

Joe Coffee Company



EXTENSIONS USED

- [WooCommerce Purchase Order Gateway](#)
- [UPS Shipping Method](#)
- [ShipStation Integration](#)
- [Stripe](#)

DEVELOPER

[Needmore Designs](#)

DESIGNER

[Needmore Designs](#)

CATEGORY

[Coffee](#)

COUNTRY

[United States \(US\)](#)

VISIT WEBSITE

<https://joecoffeecompany.com>

Joe Coffee Company are celebrating 15 years roasting and brewing their high-quality coffee in New York, NY.

Since opening for business as a singular, specialty coffee house on the corner of Waverly Place and Gay Street in Greenwich Village back in early 2003, Jonathan Rubinstein and his passionate team have launched a further 19 artisan cafés across two cities.

All of their **single origin coffee** is roasted in small batches by a team of expert roasters at a dedicated facility in Red Hook, Brooklyn.

An early pioneer of artisan coffee in New York, the Joe Coffee Company mission remains unchanged after 15 years: to serve excellent coffee with warm hospitality in every one of their communities.

This family-run company is enthusiastically dedicated to its craft, introducing **home delivery** and a **monthly coffee subscription** service – both whole beans or ground – in addition to their bustling retail and wholesale program.

When the time came for Joe to create a digital home as forward-thinking and welcoming as their New York cafés, they turned to Oregon studio, Needmore Designs, for assistance.

“This site required customized product pages with a grind select dropdown option, as well as added details about the coffee. Each product features a delightful hover state with illustrations popping out from behind the product.”

– Needmore Designs

Founded in community, Joe Coffee retain a collective approach by offering a wide range of classes for both expert baristas and budding coffee enthusiasts alike. **These public and private classes** – as well as their ever-popular brew guides – teach practical, hands-on skills that empower customers with the confidence and ability to brew better coffee at home, in the office, or on the road.