MEDIA RELEASE

OFFICE OF COUNTY MAYOR GLENN JACOBS

400 Main Street, Suite 615, Knoxville, TN 37902

FOR IMMEDIATE RELEASE: March 30, 2022

Contact: Mike Donila 306-1177 cell
Abbey Harris 215-4579 office 705-1681 cell

Mayor Jacobs Small Business Series Focuses Treetop Coffee Shop

KNOXVILLE, Tenn.— Knox County Mayor Glenn Jacobs interviewed Courtney Peters, a co-owner of Treetop Coffee as part of his small business series. The Knoxville-based coffee shop and food truck business champions their "coffee with a cause" slogan since a portion of their profits go to help local and international organizations.

Mayor Jacobs' bi-weekly small business series is comprised of video interviews airing Wednesdays on the county and Mayor's various social media platforms. The discussions offer folks the chance to talk about what they do; highlight their work; and share future plans. This month, the Mayor highlights the achievements of women business owners as part of Women's History Month.

"We wanted our business to not be led by any motive of our own or any selfish desire but just to be led by something greater and more powerful than ourselves," said Peters. "Our motto is: 'Do Good; Drink Good.' So, we focus on the quality of our product. We want you to drink some of best coffee we can offer but we want to do good with our profits."

Both Peters and co-owner Rachel Casstevens worked various desk jobs after graduating college with marketing degrees. But, in 2018, the two decided to start a business they were passionate about. Helping foster children and families had long been a goal of both women. After a road trip across the southeast and plenty of research, the native Texans settled in Knox County to start brewing their business.

"It turns out that there is a really great network here for families and kids in foster care and adoption so that fell into place perfectly, too," said Peters. "There was just a ton of things about Knoxville that we loved like being close to the mountains and the outdoor community, so that fit in to our personal lives as well."

The Mayor and Peters talked about how Knox County is one of the best places to start a small business and how the community continues to support entrepreneurs and local shops across the area. They also discussed the challenges of expanding from a single food truck operation to catering options and a brick-and-mortar location in Sequoyah Hills.

To hear more of what was said during the interview, check out the video.

###