



**CLEVELAND**  
COMMUNITY COLLEGE

**SUCCESS**  
STORY

## **CCC Small Business Center Success**

### ***J-Bird's Deli & Ales***

Justin and Madison Webber, owners of J-Bird's Deli & Ales, are natives of Shelby and met during their years together at Crest High School. While Madison was in college at UNC Charlotte she and Justin began spending a great deal of time exploring the things that city life had to offer. The couple developed a passion for food and craft beer. They noticed in no time that lots of the craft brews that they loved were not available in their hometown. After settling down in Shelby, the couple made regular trips out of town just to pick up the most exclusive beer releases.

Going in bottle shops and small eateries in the city always made Justin feel like that was something he wanted to do. He had a job and didn't take those thoughts too seriously for quite a while. After having a soul-searching time about not feeling fulfilled in his current position, Madison asked Justin what he would like to do if he could make a change. His response was that he would love to have a restaurant and craft beer dispensary, and Madison jumped on board immediately. They began doing some investigation on what it would take to open their own business.

The idea for J-Bird's Deli & Ales was born in the couple's living room. They had knowledge of the industry and a knack for business but they didn't have all of the information they needed in order to be fully prepared to open the doors. The Small Business Center at Cleveland Community College supplied them with some of the tools they lacked in the planning phase. The couple attended small business seminars to learn about taxes for small businesses, payroll, and hiring. They also scheduled individual meetings with Steve Padgett, Director of the Small Business Center, to create a comprehensive business plan. The confidential nature of the services offered by the Small Business Center helped the couple feel at ease. Talking to people they could trust and getting expert advice on the challenges of creating a new business was a significant help to them.

Currently, J-Bird's Deli & Ales is open six days per week in uptown Shelby and the couple is thrilled with the overwhelming support they have received from the community. Justin and Madison take pride in their ability to bring unique and sophisticated flavors to something as understated as a sandwich. The deli features all organic breads, Boar's Head meats and cheeses, and house made ingredients like pesto, rosemary horseradish spread and Thai peanut aioli. The restaurant also features over 150 craft beers. Beer can be enjoyed in the cozy atmosphere of the restaurant or purchased to take home. They are thrilled that Shelby seems to enjoy what they have to offer and believe a bright future is ahead.

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