CONTENTS 5 CASES NET

FROM BEAN TO BREW

TRADE MARK

COFFEE & CULTURE

MURIEL ANSLEY REYNOLDS EXHIBIT GALLERY

LANGSON LIBRARY
UNIVERSITY OF CALIFORNIA, IRVINE

CURATED BY RESEARCH LIBRARIANS: REBECCA IMAMOTO, DANIEL TSANG, AND JOHN SISSON

FROM BEAN TO BREW

COFFEE & CULTURE

An exhibit in the
UC Irvine Langson Library
Muriel Ansley Reynolds
Exhibit Gallery

November 2014 - April 2015

Featuring a talk by the
Steven Topik
UCI Professor of History
and
Martin Diedrich
Founder & Master Roaster,
Kéan Coffee

THE UC IRVINE LIBRARIES • IRVINE, CALIFORNIA • 2014

Welcome to the UC Irvine Libraries' Fall exhibit, *From Bean to Brew: Coffee and Culture!*

From Bean To Brew highlights the adoption of coffee as a widely consumed beverage and spans areas covering coffee production, the marketing of coffee, and the modern economics of coffee. The exhibit also showcases coffee culture in Orange County.

We are honored to have Steven Topik, UCI Professor of History, and Martin Diedrich, Founder and Master Roaster of *Kéan Coffee*, as opening night speakers at our event on November 12, 2014.

Professor Topik specializes in world history through the study of commodities, especially coffee. He has authored, co-authored, and edited several books including "The Global Coffee Economy in Africa, Asia and Latin America, 1500-1989", and is currently working on a world history of coffee since 1500. Mr. Diedrich founded *Diedrich Coffee* in Costa Mesa in 1984 and *Kéan Coffee* in 2005. He is considered one of the pioneers of the coffeehouse phenomenon and is an internationally recognized coffee expert. This exhibit will be on display through mid-April 2015 during regular library hours. I hope you enjoy learning about the evolution of coffee. I invite you to view additional thought provoking exhibits at the UCI Libraries in the future.

Lorelei Tanji
University Librarian

From Bean to Brew: Coffee & Culture

From "Bean to Brew" shows how a shrub growing in the highlands of Ethiopia became the source of one of the world's most popular drinks. Coffee as a beverage was "discovered" sometime in the 9th century A.D by Sufi monks. It became a popular substitute for alcoholic beverages that were forbidden under strict Muslim religious law as it moved from the sacred to the secular world. Drinking coffee socially in coffeehouses gave rise to the realization that it promoted conversation, music, writing, and art. When the Western world discovered coffee, consumption lead to the introduction of coffeehouses all over Europe by the mid-1600s. Coffeehouses promoted conversation, inspiration, and revolution throughout Europe in the "golden age of coffeehouses." Today the world and especially America are immersed in a ubiquitous coffee culture. Coffee influences and enhances our work lives, social interactions, and daily conversations. People now approach coffeehouses with a search for authenticity. We want the artisan, hand-crafted experience and the perfect cup. Orange County has embraced the search for great coffee through business such as Diedrich's, Kéan, Portola, and Coffeebar Byul. Coffee is a major crop in the global economy and the global trade in coffee impacts hundreds of thousands of lives. Today, in this socially responsible era, our daily cup is more likely to be brought to us following principles of fair trade and good labor practices.

Early History of Coffee

The First Visions of Coffee in the West

1. ***De Plantis Aegypti***. Prospero Alpino. Venice, 1592.

   This is the first picture of the coffee plant in a western printed book. Prospero Alpino (1553 – 1617) was an Italian physician and botanist from the Republic of Venice. His work, De Plantis Aegypti, introduced a number of plant species previously unknown to European botanists.

2. ***Theatrum Botanicum***. John Parkinson. London, 1623.

   This is the first illustration of the coffee plant in an English text. It was titled, "Turke's Berry Drink." John Parkinson (1567 - 1600), the author was Royal Botanist to Charles I. *Theatrum Botanicum* provided apothecaries with an extensive list of medicinal herbs. It described over 3,800 plants and was the most complete English treatise on plants of its day.

3. ***A Voyage to Arabia Felix Through the Eastern Ocean And the Streights of the Red-Sea, being the first made by the French in the years 1708, 1709, and 1710 . . . Also a narrative concerning the tree and fruit of coffee***. Jean de La Roque. London, 1742.

   In this work is a highly descriptive and detailed account of coffee plantations and the coffee trade in Yemen. The author was a French traveler and journalist. He was the son of Pierre de la Roque, a merchant who is credited for introducing coffee to Marseille in 1644. Jean de la Roque participated in two expeditions to the Arabian Peninsula and published his Arabian experiences in *A Voyage to Arabia* (originally published 1716).

4. ***An Historical Account of Coffee***. John Ellis. London, 1774.

   John Ellis (c1710-1776) was a British merchant and zoologist. Through the Royal Society, he promoted the use of newly discovered tropical plants in colonial agriculture. His work on coffee is the first English book to contain a colored illustration of the coffee plant.

5. ***Floré Médicale***. Françoise P Chaumeton. 1814.

   Françoise-Pierre Chaumeton (1775-1819) was a French botanist and physician. His work, *Floré Médicale*, is one of the most finely illustrated works on medical botany from the nineteenth century. The engraving for the coffee tree shows the branch of the coffee tree and the cross sections of beans.

The Origins of Coffee Drinking in Ethiopia and the Middle East

6. **"Kaldi dancing with his goat herd."** *Coffee Merchandising. A Handbook to the Coffee Business, Giving Elementary and Essential Facts Pertaining to the History, Cultivation, Preparation and Marketing of Coffee.* William H. Ukers. New York: The Tea and Coffee Trade Journal Co, 1924.

   There are several romantic legends about the discovery of coffee. One popular myth concerns a young Ethiopian goatherd named Kaldi ("hot" in ancient Arabic). Kaldi noticed his goats becoming unusually frolicsome after eating red berries from a nearby bush. Curious, he tried the berries himself and found he was full of energy, and began dancing about with his goats. Kaldi passed along his discovery to a local imam. The imam, who had difficulties staying awake through prayers, decided to dry and then boil the fruit given to him by Kaldi and drink it. This concoction gave us what we think of as coffee today. It is said that all the Sufi monks in the area immediately began to make use of the drink as it helped them stay awake through all night religious ceremonies. News of this magical berry spread quickly and soon other provinces and nations of the East began to drink coffee.

7. **"The Wine of Islam."** *Coffee: Its History, Cultivation, and Uses.* Robert Hewitt Jr. New York: D. Appelton, 1874.

   The word "coffee" is derived from the Turkish word *kahveh*, which is rooted in the Arabic word for *qahwah*, meaning wine, ("that which excites and causes the spirits to rise"). It became a popular substitute for alcoholic beverages that were forbidden under strict Muslim religious law. It moved from the sacred to the secular world. Gathering spots sprang up in the streets as places for men to congregate and buy and drink coffee. Monarchs and religious leaders worried the coffeehouses could stir up debate and were hotbeds of sedition. Multiple attempts to ban coffeehouses and coffee were short lived as customers got around the ban by drinking coffee at home or rioting against it.

8. ***The Canon of Medicine.*** Avicenna of Burkhara. Venice: Apud Iuntas, 1544. Found online at http://libraryblog.rcpsg.ac.uk/2014/01/.

   This is the oldest extant document to refer to the medicinal properties of coffee. The author, Avicenna of Burkhara (980-1037) was a Persian physician and one of the most famous philosopher-scientists of the Islamic world. His book, *Al-Qanun fi al-Tibb* (*The Canon of Medicine*), is an overview of all aspects of medicine and was the standard medical text used at many medieval universities.

9. **"Coffee Merchants: Arab merchants strictly controlled the trade of Mocha coffee products."** *The World Encyclopedia of Coffee.* Mary Banks, Christine McFadden, and Catherine Atkinson. London: Lorenz, 2002.

   Supplying coffee to the Venetians was the start of a lucrative export business for the Arabs, and one which they guarded jealously for almost a century. To protect this monopoly, the Arab World kept secret how the beans were processed. Until the end of the 17th century, Yemen was the center of the supply of the European coffee trade.

10. ***Traitez Nouveaux and Curieux du Café, du Thé, et du Chocolate.* [The Manner of Making of Coffee, Tea, and Chocolate.]** Philippe Sylvestre Dufour (Also credited to Jacob Spon). 1685.

    This image shows the rising popularity in 17th century Europe for three new drinks from different parts of the world: coffee from Turkey, tea from China, and chocolate from America. Each man wears the typical costume of his country and drinks from a distinctive dish or serving pot.

Coffee Spreads

11. **"Dutch East India Company Ships in the Harbor of Mocha."** Engraving. *Naukeurige Beschryving van Asie.* Olfert Dapper. c.1680.

    By the 1690s many sources claim that Dutch smugglers stole coffee cuttings from Arab coffee trees. The purloined coffee cuttings were sent to colonial Java in Indonesia for propagation. Through the Dutch act of pilferage, Indonesian coffee plantations came to produce an arabica bean popularly known as "Java." The Dutch combined Arabian coffee with coffee grown on Java, thus making popular the first coffee blend – Mocha Java.

12. **"The Kings Royal Plant Garden."** Frederic Scalberge. 1636.

    France obtained coffee plants in 1714, as a result of negotiations between the French government and the city of Amsterdam. Louis XIV was given a descendant from the original tree that had flourished in Java which he had planted in the Jardin des Plantes in Paris.

13. **"Captain Gabriel Mathieu de Clieu took the plant from Europe to the Caribbean in 1723."** Etching by Le Savant du Foyer. (n.d.)

    According to the romanticized tale, a young French naval officer serving on the island of Martinique, Gabriel Mathieu de Clieu (c1687 – 1774) persuaded the French royal botanist to give him two seedlings of the Jardin des Plantes coffee plant and set sail for Martinique in 1723. The seedling was planted and seeds distributed to trusted friends in Guadeloupe, Santo Domingo, and other islands. These seedings would end up being the genetic parent of most of the coffee found in Latin America.

14. **"Collecting Coffee Beans."** From *The World Encyclopedia of Coffee*. Mary Banks, Christine McFadden, and Catherine Atkinson. London: Lorenz Books, 2002.

    Brazil began growing coffee in 1727 after a Brazilian lieutenant colonel brought (some claim through devious means) coffee seeds over from French Guiana. By 1850 Brazil was producing more than half the world's coffee and with this growth came an intensification of slavery, the country's primary form of labor. More than 1.4 million Africans were forced into slavery in Brazil in the second part of the 18th century.

575-850 There is some evidence that coffee was being eaten by the nomadic Oromo people in Ethiopia. The coffee beans were crushed into balls with animal fat and eaten as quick high energy snacks for long marches during warfare. The fat, combined with the high protein content of raw coffee (not present in the beverage), could be considered an early type of "energy bar."

15. **"Map of Oromo territory."**

9th century Legend of the Ethiopian goat herder discovering coffee.

900-1000 Physician and philosopher Avicenna of Bukhara (930-1037) is one of the first to describe the medicinal qualities of coffee, which he called *bunchum*.

15th century Custom of drinking coffee became popular in Yemen, Mecca, Medina, and Cairo.

16. a. **"Illustration showing the early Arabic method of brewing coffee over an open fire."** *The World Encyclopedia of Coffee*. Banks, Mary et al. London: Lorenz, 2002.

    b. **"Detail showing the kahveci which works with a pair of bellows, bringing pot to boil in the cooking area, which is set off from the main salon of the coffeehouse."** *Coffee and Coffeehouses: The Origins of a Social Beverage in the Medieval Near East*. Hattox, Ralph S. Seattle: University of Washington Press, 1985.

    c.**"A strolling street vendor of coffee, Instanbul, early 18th century."** *The World Encyclopedia of Coffee*. Banks, Mary et al. London: Lorenz, 2002.

1511 Governor of Mecca bans coffee.

16th century Sugar and other spices like cardamom and cinnamon are added to coffee to improve flavor.

1517 Sultan Selim I introduces coffee to Constantinople after conquering Egypt.

1555 First coffee house in Constantinople opens.

1570-1580 Religious authorities in Constantinople order coffee-houses to close.

1582 The first mention of coffee by a European, Leonhard Rauwolf, who tried coffee in Aleppo and judged it a "very good drink."

"A very good drink they call Chaube [coffee] that is almost as black as ink and very good in illness, especially of the stomach. This they drink in the morning early in the open places before everybody, without any fear or regard, out of clay or China cups, as hot as they can, sipping a little at a time."

Leonhard Rauwolf

17. **"Front page of Rauwolf's travel book."** *Aigentliche Beschreibung der Raiß inn die Morgenländerin.* Rauwolf, Leonhard. Published in 1582.

1600 Pope Clement VIII (1536 – 1605) was pressured by his advisors to declare coffee the "bitter invention of Satan" because of the popularity among Muslims. However upon tasting it he instead declared that, **"This devil's drink is so delicious . . .** we should cheat the devil by baptizing it."

18. **"Anonymous painting of Pope Clement VIII."** 17th Century. http://commons.wikimedia.org/wiki/File:Papst_Clemens_VIII_Italian_17th_century.jpg.

Golden Age of Coffeehouses

Coffee Moves West

19. ***Coffee and Coffeehouses: The Origins of a Social Beverage in the Medieval Near East.*** Ralph S. Hattox. Seattle: University of Washington Press, 1985.

    By the early sixteenth century the use of coffee spread to the general population in Yemen and then to the rest of the Middle East. Coffee drinking spread quickly once the Ottoman Empire conquered the Mamluk state of Egypt in 1516 and brought the drink back to the center of its empire. The first coffeehouse in Constantinople opened around 1555 and the golden age of coffeehouses began.

English Coffee Houses

20. a. ***The Vertue of the Coffee Drinke.*** Handbill. Anonymous. 1652.

    The first coffeehouse in England opened in London in 1652 in a shed at the center of London's commercial district. Their handbill demonstrates how much of a novelty coffee was in England in the 1650s. It assumes a total lack of knowledge of coffee on part of the reader, explaining the origin of the drink and the Ottoman method of preparing beans.

    b. **"Coffeehouse Trade Tokens."** *A Social Life of Coffee: The Emergence of the British Coffeehouse*. Brian Cowan. New Haven: Yale University Press, 2005.

    Halfpenny tokens were used to purchase coffee at *Rosée's* coffeehouse which was nicknamed "The Turk's Head." Coffeehouses would later be nicknamed "penny universities," since any man could pay a penny for a cup of coffee and join the discussion.

21. a. **"Wood cut at the top of *A Brief Description of the Excellent Vertues of that sober and wholesome drink, called coffee.*"** 1674.

    b. ***A Brief Description of the Excellent Vertues of that sober and wholesome drink, called coffee. And its incomparable effects in preventing or curing most diseases incident to human bodies***. Handbill. Anonymous. 1674.

    This broadside offers three views of the impact of coffeehouses in England. The first, a visual record of a coffeehouse outside the Levant illustrates an interior view of a coffeehouse, the men's clothing may indicating the diversity of interests of the clientele. The second, a poem contrasting the intoxicating effects of wine and ale with the 'sober and merry' effects of coffee. The third is, 'The Rules and Orders of the Coffeehouse,' a lightly satirical account of the expected forms of behavior in the coffeehouse. These ironic 'Rules' delineate a convivial regime of equality, openness and politeness in the coffeehouse, but they also reveal a considerable anxiety about the fragility of this peace: legislating against swearing, disputes and noise.

22. **"Poem about coffee."** Anonymous. 1674.

    In the mid-seventeenth century Europe, the most common daily beverages were weak beer and wine which were safer to drink than water. Coffee was made with boiled water, and therefore, provided a new and safe alternative to alcoholic drinks. People found they were alert and stimulated, instead of mildly inebriated and sluggish. Coffee came to be regarded as the very antithesis of alcohol. This anonymous poem published in London in 1674 reflects this new perspective.

Coffee and Newspapers

23. **"The English Coffeehouse."** Anonymous artist, c1705. From *The World Encyclopedia of Coffee*. Mary Banks, Christine McFadden, and Catherine Atkinson. London: Lorenz Books, 2002.

    A coffeehouse, as Samuel Johnson defined it in his *Dictionary of the English Language* (1755), is: "A house of entertainment where coffee is sold, and the guests are supplied with newspapers." This painting from the beginning of the eighteenth century depicts the activities of a coffeehouse. Young virtuoso (the term then widely used to describe a gentleman interested in the pursuit of knowledge) flocked to their local coffeehouses to hear the news, debate politics, and transact business.

24. ***The Tatler***. London: J. and R. Tonson, J. Buckland, H. Woodfall, 1764.

    The Tatler, a British literary and society journal founded by Richard Steele in 1709, came out three times a week and was published for two years. It covered topics related to domestic, foreign and financial events, literature, theater and gossip. Each topic fell under the heading of a specific coffeehouse, where that discussion was most likely to take place.

    - **Gallantry, Pleasure, & Entertainment:** *White's Chocolate House*
    - **Poetry:** *Will's* Coffeehouse
    - **Learning:** *Graecian* Coffeehouse
    - **Foreign & Domestic News:** *St. James's* Coffeehouse

Coffee and Culture

25. a. ***An Inquiry into the Nature and Causes of the Wealth of Nation***. Adam Smith. London: W. Strahan and T. Cadell, 1776.

    Many modern ideas and institutions found their birth in coffeehouses. The economist Adam Smith (1723 – 1790) wrote much of his masterpiece in the *British* Coffeehouse, a popular meeting place for Scottish intellectuals.

    b. **"Lloyd's Coffeehouse."** William Holland. London, 1798.

    Coffeehouses were platforms for business as well. A London coffeehouse called Jonathan's, where merchants kept particular tables at which they would transact their business, turned into the London Stock Exchange. Edward *Lloyd's* Coffeehouse was a popular meeting place for ship captains, ship owners, and traders. Underwriters came to *Lloyd's* to sell shipping insurance. This coffeehouse became the insurance market *Lloyd's* of London, one of the world's largest insurance firms.

26. a. **"Royal Society of London's Coat of Arms."** Found online at: http://media-cache-ec0.pinimg.com/736x/46/39/9a/46399aa5581409e77def96bd4a10ca9e.jpg.

    "Nullius in verba" roughly translates as "take nobody's word for it."

    b. ***"A Discourse of Coffee, Read at a Meeting of the Royal Society."*** John A. Houghton. Philosophical Transactions (1683-1775), 21, pp 311-317. 1699.

    One meeting place for the Royal Society of London for Improving Natural Knowledge was the *Oxford* Coffeehouse. Isaac Newton's *Principia Mathematica* (1687), grew from Royal Society debate that took place at a coffeehouse. Mr. John Houghton, an apothecary and Fellow of the Royal Society, in "A Discourse of Coffee" published in the Society's journal, *Philosophical Transactions*, wrote:

    "Coffeehouses make all sorts of people sociable, they improve Art, Merchandise, and all other Knowledge; and a worthy member of this Society has thought the Coffeehouses have improved useful knowledge very much."

27. ***Das Curieuse Caffe-Hauß zu Venedig***. Sinold von Schütz. Leipzig, 1698.

    This image is from the first German coffeehouse periodical. In 1777, in an ill-concealed attempt to protect the breweries and to stem the flow of income to foreign dealers, Frederick the Great (1712 – 1786), issued a manifesto, part of which reads:

    "It is disgusting to notice the increase in the quantity of coffee used by my subjects . . . My people must drink beer . . . Many battles have been fought and won by soldiers nourished on beer; and the King does not believe that coffee-drinking soldiers can be depended upon to endure hardship or to beat his enemies…?"

28. **"The Coffeehous Mob."** *Fourth Part of Vulgus Brittanicus*. Edward Ward. London: James Woodward, 1710.

    A German traveler, Johann Wilhelm von Archenholz, visiting London in 1788 commented:

    "The English live in a very remarkable manner. They rise late, and spend most of the morning, either in walking around town or sitting in the coffee-houses. There they not only read the newspapers, but transact business. Associations, insurances, bets, the trade in foreign bills; all these things are not only talked of, but executed in those public places."

29. ***"The Women's Petition Against Coffee"* and *"The Men's Answer to the Women's Petition Against Coffee."*** From *London's Coffeehouses: A Stimulating Story*. Antony Clayton. London: Historical Publications, 2003.

    The Women's Petition is a satire directed against the cultural reformation that coffeehouse were understood to have introduced in London society: Men in the coffeehouse "out-babble an equal number of [women] at a Gossipping, talking all at once in Confusion, and running from point to point." Furthermore since men were spending all their time in coffeehouses, from which women were prohibited, "the whole race was in danger of extinction."

    The Men's Answer satire begins with the lament that women are ungrateful for men's efforts to please them. The text proceeds to a point-by-point response to observations made by the women's petitioner.

30. ***"Tontine* and *Merchant's* Coffeehouses."** Francis Guy, 1797.

    Merchant's Coffeehouse in New York opened c1737 on the northwest corner of Wall and Water Streets. During the 1780s, merchants and others met there to organize the Bank of New York. Kitty corner to *Merchant's* was the *Tontine* Coffeehouse. *Tontine* opened in 1793 and served stockbrokers needing a place for trade and correspondence.

31. **"*Florian's* in Venice."** circa 2012.

    Florian's in the Piazza di San Marco, Venice, said to be Europe's most celebrated coffeehouse, was opened in 1720. It was patronized by famous artists and writers including Bryon, Goethe, and Rousseau. Perhaps because *Florian's* was the first coffeehouse to admit women, Cassanova was a regular patron too.

Coffee and Revolution

32. ***"Motion Faite au Palais Royal par Camille Desmoulins at Café du Foy, July 12, 1789."*** Pierre-Gabriel Berthault, c1802.

    The *Café du Foy* in Paris played an important role in the French Revolution. On July 12, 1789, news reached the café that King Louis XVI had called up the army. Desmoulins leaped onto a table outside the café, brandishing a pistol and shouting, 'To arms, citizens! To arms!" His cry was taken up, and Paris swiftly descended into chaos; the Bastille was stormed two days later.

33. **"Green Dragon coffeehouse in Boston."** Found online http://en.wikipedia.org/wiki/Green_Dragon_Tavern.

    From 1697 to 1832, the *Green Dragon* on Union Street in Boston was a renowned meeting place. John Adams, Paul Revere, and the Grand Lodge of Masons are notable visitors. It became known by historians as the "Headquarters of the Revolution." The Sons of Liberty, Boston Committee of Correspondence and the Boston Caucus each met there. The Boston Tea Party was planned at the *Green Dragon* and Paul Revere was sent from that coffee house to Lexington on his famous ride.

1600s

34. **"Map of Europe, showing when coffee was introduced or first coffeehouse opened in major European cities."**

1645 First coffeehouse opens in Venice.

1652 Coffeehouses reach England.

1660 The first coffeehouse in Amsterdam opens.

1663 By now there are 83 coffeehouses in London.

1668 Coffee is introduced to North America.

1669 Coffee catches on in Paris, when a Turkish ambassador spends a year at the court of Louis XIV.

1675

35. **"Proclamation for the Suppression of Coffeehouses (Charles II)."** 1675. *Eighteenth-Century Coffee-House Culture.* Edited by Markman Ellis. London: Pickering & Chatto, 2006.

1687 The coffee mill is invented.

1690s Dutch successfully steal coffee cuttings from Arab coffee trees and cultivate coffee plants in Amsterdam.

1696 The first coffee house in New York, the *King's Arm* opens.

1690s Dutch successfully plant coffee in Java.

1714 The Dutch plant coffee in Suriname.

1720 *Florian's* coffeehouse in Venice opens. It is the first to admit women.

1723 France plants coffee in Martinique.

1727 The first coffee bush in Brazil was planted by Francisco de Melo Palheta in the state of Pará.

36. **"Workers on a South American coffee plantation."** *The World Encyclopedia of Coffee*. Banks, Mary et al. London: Lorenz, 2002.

1734

37. a-b. ***Schweigt stille, plaudert nicht* (Be still, stop chattering), BWV 211, also known as the *Coffee Cantata*.** Johann Sebastian Bach. circa 1734.

    Bach composes satirical operetta *Coffee Cantata*. It tells of the efforts of a stern father to check his daughter's propensity for coffee-drinking by threatening to make her choose between a husband and coffee. The daughter sings an aria beginning, **"Ah, how sweet coffee tastes** – lovelier than a thousand kisses, sweeter far than muscatel wine."

1773

38. **"The Boston Tea Party - Colonials dressed as Indians throw British tea into Boston Harbour, heralding the rise of coffee drinking."** lithograph, 1846. *The World Encyclopedia of Coffee*. Banks, Mary et al. London: Lorenz, 2002.

    Tea continued to be the favored drink in the American Colonies until 1773 when the colonists revolted against a heavy tax on tea imposed by King George. "The Boston Tea Party," would forever change the American drinking preference to coffee.

1777 King Frederick the Great of Prussia issues a manifesto denouncing coffee in favor of the German national drink, beer.

1789 The governor and mayor of New York hosts a reception for newly elected president, George Washington, at the *Merchant's* Coffeehouse.

1809 The first coffee imported from Brazil arrives in Salem, Massachusetts.

Modern Coffee Culture

American Coffeehouses

During the 19th century, coffeehouses faded a bit as their wealthier patrons were drawn away into private clubs, and cheap liquor establishments offered their patrons inexpensive refreshments as well as "free lunches." However, in the early 20th they were reinvigorated by the Temperance Movement and, more importantly, by massive Italian immigration. It isn't accidental that places that had Italian immigrant communities, such as New York's Little Italy, Greenwich Village, Boston's North End, and San Francisco's North Beach, were also where coffeehouses initially appeared. The first coffeehouses sprang up in Greenwich Village in the late 1940s, but the Beats weren't averse to hanging out in cafeterias either — their "Paris sidewalk restaurant thing of the time."

39. a. **"In the early to mid 1960s, a growing poetry scene was developing in the cafes..."** Introduction in: *All Poets Welcome: The Lower East Side Poetry Scene in the 1960s*. Daniel Kane. Berkeley: University of California Press, 2003, xiii.

    b. **"Allen Ginsberg (right) with (from left) fellow Beat luminaries Larry Rivers, Jack Kerouac, Gregory Corso (back to camera) and David Amram, New York."** John Cohen/ Hulton Archive. circa late 1950s.

    The Beat Generation came to prominence in the 1950s, as a cultural phenomenon that they both documented and inspired. Allen Ginsberg's *Howl* (1956), William S. Burroughs's *Naked Lunch* (1959) and Jack Kerouac's *On the Road* (1957) are among the best known examples of Beat literature. Kerouac introduced the phrase "Beat Generation" in 1948, generalizing from his social circle to characterize the underground, anti-conformist youth gathering in New York, San Francisco, Berkeley, Los Angeles and other communities at that time.

40. a. **"*Café Wha?*"** Greenwich Village, NY, circa 1967.

b. ***Kookie #1***. Dell Comics, February, 1962.

c. **"The *Freight and Salvage* Coffeehouse."** Berkeley, CA, circa 1968.

d. **"The Scene II."** Lexington, Kentucky, circa 1960.

In the postwar years, coffeehouses also proved an ideal match for guitar-playing soloists, idealistic singer-songwriters, and the unamplified rural- and ethnic-inspired ensembles of the early folk music revival. The classic coffeehouses of the Beatnik era were sites for conversation, poetry readings, folk music, improvisational jazz, stand-up comedy à la Mort Sahl, and experimental theater. Coffeehouses' small size, and lack of liquor and dancing, meant that in most cities, coffeehouse owners or organizers did not need to get formal cabaret licenses, liquor licenses, or dancehall licenses.

Coffeehouses served as "nexus venues"– places that brought together people, things, and ideas that otherwise might not have crossed each other's paths. It allowed audience members and artists to circumvent many of the race and class boundaries that prevailed in the 1950s and early 60s, when, even in Northern cities, black performers were often discouraged from interacting with white patrons at venues like supper clubs and cabarets.

The Coffee Break

41. a. **"Give Yourself a Coffee-Break — and Get What Coffee Gives to You."** Pan-American Coffee Bureau, 1952.

    b. "**Seattle City Light Employees on Coffee Break in the Old Municipal Building."** circa 1960.

    The events after World War II hindered the coffee industry as cheaper, lower-quality Robusta beans made their way into consumer coffee; companies were cutting costs, training coffee drinkers to get used to an inferior product, and positioning the beverage as functional rather than enjoyable. Luckily, the Pan American Coffee Bureau was created to promote coffee consumption and encourage Central American coffee production—where the Robusta bean does not grow. Even though employee breaks has existed for decades, they popularized the official title "Coffee Break" through a series of advertisements.

    1962 was the peak in U.S. per capita consumption: more than three cups per person per day. But it wasn't until 1964 that the coffee break became a national issue. Several times that year there were tense Union negotiations to put 12 minute daily coffee breaks into the contracts. Some companies offered a designated area, free beverages, or even a set time for a coffee break.

42. a. **"Women Sharing Coffee."** circa 1965.

    b. **"Coffee Klatch."**

    The cities and suburbs of the 1950s and 1960s created the phenomena of women gathering for coffee daily after their spouses had left for work. The "coffee klatch" became a regular part of women's lives. In that pre-women's liberation era, for some women the highlight of the morning was getting together for coffee and conversation with other women.

Starbucks and the Generic Cup

43. a. **"Every Morning Start the Day with Starbucks."** circa1988.

    b. **"Are We in This Starbucks or The One Down The Street?"** David Sipress. *New Yorker*, April 22, 2002. [p.72].

    By the 1990s Starbuck's became the epitome and emblem of the coffeehouse. Although Starbucks opened their first store in Seattle, March 30, 1971 the Starbucks phenomena began in 1987. The Starbucks chain was sold to former employee Howard Schultz, and quickly began to expand. At the time of its initial public offering (IPO) on the stock market in June 1992, Starbucks had grown to 140 outlets. In 2014 it is reported Starbucks has 151,000 full time employees and operates in 23,187 stores in 55 countries. Of that 12,973 stores are in the U.S.

Hanging Out at the Coffeehouse

44. **"Cast of *Friends* in Central Perk."** NBC Television, 1996.

    Friends ran for 10 seasons on NBC Television between 1994-2004. *Central Perk* was the coffeehouse that the six main protagonists frequently visited throughout the series. It was situated in Greenwich Village, where they met friends throughout the day for both work and social interactions. The series finale in 2004 was the most watched episode of the decade.

Coffee in the New Millennia

The Spread of Coffeehouses

45. a. **"Coffeehouse Chains Ranked by Number of Stores Worldwide in 2013."** New York: NY: Statista, 2014.

    b. **"U.S. Specialty Coffee Consumption."** Specialty Coffee Association of America (SCAA). http://scaa.org/PDF/SCAA_Consumption_Infographic.pdf.

    The commercial side of modern coffee culture is represented by the growth of coffeehouse chains. The success of Starbucks has encouraged the franchising of coffeehouses and a new generation is willing to pay for the coffeehouse experience. A 2011 study points out that 18-34 year olds spend as much at $25.00 per week on coffee as compared to only $14.00 per week by those over 45. Over 34% of U.S. adults consume "specialty coffee" daily, such as that sold in coffeehouses.

I am Only Here for the Wireless (and the Caffeine)

46. a. **"Connectivity Trends at Top National Coffee Chains."** *WeFi*. http://www.wefi.com.

    b. **"Most Used Apps at Top National Coffee Chains."** *WeFi*. http://www.wefi.com.

    Starbucks and others started offering Wi-Fi to their customers in 2003. It can be argued that the advent of wireless connectivity revitalized and extended the impact of the coffeehouse. A recent trend is to remove Wi-Fi access to create a different environment at smaller coffeehouses. However, a 2014 article found that 39% of Americans would rather give up coffee over their Wi-Fi, so some form of access will most likely continue if coffeehouses want to thrive.

Coffee Should be Better at Home

47. a. ***The Blue Bottle Craft of Coffee: Growing, Roasting, and Drinking, with Recipes.*** James Freeman, Caitlin Freeman, and Tara Duggan. Berkeley, Calif.: Ten Speed Press, 2012.

    b. **"Saturday coffee roasting class, taught by Plow & Gun microroaster Daniel Kent."** 2013.

    Another modern face of coffee culture is the trend towards "doing it yourself." There has been increase in access to fresh green coffee beans by mail, grinding and brewing devices, and the spread of "insiders" coffee knowledge. Books, classes and online forums teach the best way to make that "perfect cup."

Coffee Should be Better Everywhere

48. **"Coffee Consumption: Consumers Shifting to Gourmet Coffee."** Infographic. National Coffee Drinking Trends, 2014.

49. **"The 10 Best Cities for Coffee Snobs."**

    The 2014 National Coffee Drinking Trends (NCDT) points out that 34% of Americans are consuming a gourmet coffee beverage daily. The awareness that coffee can be better yet has risen as 18% of Americans consumed an espresso-based beverage yesterday. The rise of single-cup brewing systems at home (29% of Americans) has meant you can have a great fresh cup of coffee anytime. People now approach their coffeehouse with a search for authenticity. They want the artisan, hand-crafted experience.

1832 The United States Army began issuing coffee rations to enlisted men instead of alcohol.

1850s Americans consumed an average of over six pounds per capita annually.

1850 Folgers Company established in San Francisco.

50. **"Folgers Steel Cut Coffee Tin."** http://www.liveauctioneers.com/item/1665837.

1869 Coffee leaf rust is first noticed in Ceylon.

51. **"Coffee Leaf Rust."** http://www.scaasymposium.org/wp-content/uploads/2013/02/DSC_8335-1024x680.jpg. Specialty Coffee Association of America (SCAA).

    Coffee Leaf Rust is a disease caused by a fungus that is devastating to coffee plantations. Within ten years the disease wipes out a majority of the coffee plantations in India, Ceylon, and other parts of Asia. This leaves Brazil to become the #1 grower of coffee in the world.

1873 The first successful national brand of packaged roast ground coffee, Ariosa, is put on the U.S. market by John Arbuckle.

52. **"1880s advertising card for Ariosa coffee showing Arbuckle's Brooklyn coffee plants."** From "Before Starbucks: Arbuckle's Coffee." *New York History Walks.* Posted January 9, 2012. https://nyhistorywalks.wordpress.com/2012/01/09/before-starbucks-arbuckle-coffee/.

1882 The New York Coffee Exchange commences business.

1901 Maxwell House begins selling instant coffee.

1903 Decaf invented in Germany by Ludwig Roselius – eventually marketed under the name Sanka (from the French sans caffeine).

1904 The first "modern" espresso machine is invented.

53. **"An Example of an Early Ideale Espresso Machine." "**The Long History of the Espresso Machine." *Smithsonian Magazine*. http://www.smithsonianmag.com/arts-culture/the-long-history-of-the-espresso-machine-126012814/#vPM77zAF1G40C9Zs.99.

1906 Brazil produced 82% of the world's coffee supply.

1917 Coffee Advertiser's first use of slogans.

54. "**Ad from *Saturday Evening Post.*"** Found online: *Baer Performance Marketing* post February 24, 2012. http://www.baerpm.com/blog/tag/theodore-roosevelt-maxwell-housee/.

    "Good to the last drop" is first used as a slogan for Maxwell House Coffee based on 1907 Teddy Roosevelt comment.

1920 Prohibition goes into effect in the United States. Coffee sales boom.

1930-1944 Brazil destroys 78 million bags of coffee in an attempt to raise global prices.

1938 Nestle invents the first commercially successful instant coffee, Nescafe – still the world's leading brand.

55. **"Nestle Instant Coffee Ad."** "Coffee Bites." *The Bean Stalker* post from March 30, 2011. http://thebeanstalker.com/2011/300-vintage-coffee-ads-and-the-lessons-they-teach-us.

1940 United States imports 70% of the world coffee crop.

1947 Single cup coffee vending machines introduced.

56. **"Coffee from Vending Machines."** "Brave New Machines." *Life Magazine*. March 17, 1947.

1959 Juan Valdez (a fictional character) becomes the face of Colombian coffee.

57. **"Juan Valez Coffee Logo."** http://en.wikipedia.org/wiki/Juan_Valdez#mediaviewer/File:Juanvaldez.svg.

1962 Peak in U.S. per capita consumption; more than three cups per person per day is consumed.

1962 International Coffee Agreement (ICA) establishes a worldwide cartel to control coffee supply.

1963 The Coffee Bean & Tea Leaf opens.

58. **"Coffee Bean & Tea Leaf Logo."**

1966 Alfred Peet opens Peet's Coffee in Berkeley, CA.

59. **"Peet's Coffee Logos."**

1971 Starbucks opens its first store in Seattle, WA.

60. **"History of Starbucks Logo at a Glance."** December 16, 2013. http://www.techshu.com/blog/history-starbucks-logo-glance.

The Orange County Coffee Story

"New coffees, more choices, less concentration, new capitalism: the beverage of postmodernism", wrote Anthropologist William Roseberry in American Anthropologist, December 1996, describing the contemporary expansion of specialty coffees as marking "a distinct break with the past characterized by mass production and consumption. The move toward these coffees was not initiated by the giants that dominate the coffee trade but by small regional roasters who developed new sources of supply, new modes and networks of distribution that allowed, among other things, for consumers to buy coffee directly (well, not directly) from a peasant cooperative in Chiapas or Guatemala."

Diedrichs

Specialty coffee came to Orange County with the Diedrich family, and its patriarch, Carl Diedrich. The family's coffee heritage dates back to 1916, when Diedrich's mother Charlotte inherited a coffee plantation in Costa Rica.

As Nathan Callahan so eloquently has written about Carl Diedrich's coffee legacy in Orange County: **"Before the trendy chain coffeehouses of the early 1990s —** with their venti half-caff nonfat no-foam double-cupped lattes — Diedrich refined Orange County's java palate and primed our psychotropic engines. He grew his own beans, designed and built his own roaster, and hauled the beans in his van from his Guatemalan finca to his Costa Mesa shop, where he roasted them and brewed espresso. His coffee was trimethyxanthine paradise, a cup of Elysium. Like Zeus employing Pegasus to carry his thunderbolts, Diedrich with his VW lit up Orange County."

61. a. **"The 1962 VW Microbus that Carl Diedrich Used to Haul Coffee from His Farm in Guatemala to Orange County, 3,000 Miles Roundtrip 4 to 5 Times a Year from the early 1970's Until 1982."** Photograph. Circa 1970s. http://www.keancoffee.com66a.

    "…the VW van is how I found Diedrich's. It was a landmark. If you spotted it, you had found the best coffee beans in the world." Nathan Callahan.

    b. **"Diedrich Coffee: Coffee Harvest, Antiqua, Guatemala."** Painting. Artist unknown. Undated. Courtesy of Martin Diedrich.

62. **"In the early 1980s a Diedrich Coffee Opens its First Location in Costa Mesa, Giving Orange County its First Taste of Premium World Coffee."** Photograph of Martin Diedrich in store. Circa 1984. Courtesy of Martin Diedrich.

Carl Diedrich's son, Martin, initially an aspiring self-described "Indiana Jones" interested in archeological digs, instead found himself in 1983 helping out in the family business and eventually taking it over.

Orange County-based Diedrich Coffee became so successful that it went public in 1996 and would open branches throughout California, Colorado and Texas. The coffee behemoth Starbucks eventually bought Martin out. Today this early retail spot is home to the famous Hi-Time Wine Cellars, a local landmark.

63. a. **"Martin Diedrich in front of Kéan Coffee, Newport Beach."** Don Haynes Photography. 2012. Courtesy of Martin Diedrich.

In 2004 Martin left Diedrich Coffee with a new vision of a smaller coffeehouse to bring back the community feeling lost after the chain expanded. Martin Diedrich and his wife Kareen Verese Diedrich would found Kéan Coffee in Newport Beach in December 2005, naming it after their only son.

The coffee roaster and artisan coffee advocate now prefers to keep his business small, limiting the size to two coffeehouses (another is in Tustin). At both locations, he attempts to nurture a local fine coffee community culture by offering freshly roasted and ground coffee from organically grown beans he selects himself.

b. **"Kéan Coffee Shop."** Photograph by Allan Helmick. 2014.

c. **"Dietrich/Kéan coffee bean roaster."** Photograph by Allan Helmick. 2014.

64. **"Orange County Latte Art Contest: Schedule 2013 2014."** Poster. 2014. http://www.baristaguildofamerica.net/wp-content/uploads/2013/12/102-image.jpg.

    Today Orange County has a vibrant coffee culture. Regular events now include the "Orange County Latte Art Contest" with baristas from some of the best coffeehouses in the county.

65. **"Best Coffee Shop – 2014: Nominations."** Excerpted from fuller list of nominees for OC Best Coffee Shop. http://oc.cityvoter.com/best/coffee-shop/specialty-food-and-drink/orange-county.

    With so many new and rising coffeehouses it can be difficult to pick a favorite. Kéan Coffee won this OC–wide contest in 2013.

Portola Coffee Lab

One newcomer is Portola Coffee Lab (2011) and its associated Theorem coffee tasting counter (2012) in Costa Mesa, with a second shop in Tustin. Owners Jeff and Christa Duggan have succeeded in attracting a new generation of coffee drinkers with craft coffee. Portola offers espresso prepared with an air-injecting machine that helps "release flavors and oils through a kind of turbulent extraction" as one reviewer, Miles Clements, has noted. They're also known for their Kyoto iced coffee, which they ice-brew through a 10-hour slow drip process using a Japanese-style iced coffee dripper. This produces a low-acid non-bitter iced coffee. They were named "Micro-Roaster of the Year" in 2014 by *Roast Magazine*, an award for roasters who roast below 100,000 lbs. of coffee a year.

66. a. **"Micro Roaster of the Year: Portola Coffee Lab."** Rivers Janssen. *Roast Magazine*, November/December 2014.

    b. **"Portola's Coffee Roaster."** Photograph by Allan Helmick. 2014.

67. **"The Coffee Deans of Caffeine: Jeff and Christa Duggan are Re-defining OC's Coffee Culture, One Cup at a Time."** Michelle Woo. *OC Weekly*, 28 June 2013.

68. a. **"Theorem Barista Rick Wheeler mixing an Orange Mocha."** Photograph by Allan Helmick. 2014.

Portola's Theorem "lab" is a reservation-only coffee bar where their barista's can show off their coffee crafting skills while creating and serving extreme versions of classic coffee drinks.

A customer noted **"I love how it feels like a chem lab inside,** where baristas are slowly and carefully preparing your cup of deliciousness."

b. **"Hario coffee dripper and BobaVITA pour over coffee & tea kettle."** Photograph by Allan Helmick. 2014. Kettle and dripper courtesy of Portola Coffee Lab.

c.**"Hario NXA-5 "Next" 5-Cup Syphon Coffee Maker."** Photograph by Allan Helmick. 2014. Syphon courtesy of Portola Coffee Lab.

Flavors and Culture: Orange County Coffee Culture in the Community

Coffee culture in the OC is enhanced by the prevalence of coffee drinkers in various ethnic communities. Since the 1970s, the county's ethnic population composition changed from at least two significant waves of migration.

The first was the creation of the largest Vietnamese community outside of Vietnam, as a consequence of the Fall of Saigon in 1975 and refugees arriving here. The second was when many Korean Americans moved from Los Angeles to Orange County, after the "Los Angeles Uprising." No one coffee style dominates in OC, but rather all contribute to the mix that enriches the history of coffee culture in the county.

69. a. **"Lee's Coffee PourOver Blend."** Lee's Coffee.

    On Bolsa Avenue at the heart of Little Saigon in Westminster is where Lee's Coffee was created in 2001 by the fast-food outlet Lee's Sandwiches. The Vietnamese American firm, founded by Chieu Le and Yen Le, serves strong French-pressed coffee, sweetened with condensed milk. Across the U.S., it is now known for Ca phe sua da – iced coffee with milk. Their latest innovations include their "Parisian" pour-over French roast coffee packets and premixed Lee's Coffee.

    b. **"Lee's Iced Coffee with milk (Ca phe sua da)."** Lee's Coffee.

70. **"LC [Vietnamese Coffee Phin Filter]."** Ho Chi Minh City: Long Cam. Circa 2000.

    Stainless steel 4-piece kit. Typical French-pressed coffee strainer in cafes serving ethnic Vietnamese diaspora. Courtesy of Daniel C. Tsang.

71. **"The Café Queen of Little Saigon: With Hot Drinks and Even-Hotter Girls, Natalie Nguyen is Trying to Uncloak the Enclave's Most Enduring Mystery, Vietnamese Coffee Shops."** Charles Lam. *OC Weekly*, 3 January 2014.

    One very different OC coffeehouse experience in Santa Ana is Natalie Nguyen's Café Lu, with its noticeably scantily dressed waitresses serving not just Vietnamese coffee but also undoubtedly providing eye candy. They like many entrepreneurs, have used the powers of social media to showcase their girls and draw in new crowds, just as traditional American bars have long done with their bartenders.

72. **"Jim Song, left, and Scott Won Choi Are Co-founders of Irvine-based Caffé Borsa..."** Photograph by Ana Venegas. In Lily Leung, "Coffee Entrepreneurs Brew Up A No-Tech K-Cup." *Orange County Register*, 1 December 2013.

    Scott Won Choi and Jim K. Song, are two Orange County Korean Americans who in 2012 formed Caffé Borsa in Irvine, to produce K-cup Arabica coffees that don't require a brewing machine. The two entrepreneurs say that their paper-based filter is also fully recyclable and partially biodegradable.

73. **"Coffeebar Byul."** http://www.placestogoinirvine.com/places/282572-Coffeebar-Byul/.63c.

    Jae Ho Synn and his wife Jin Sun Ahn, opened Coffeebar Byul (meaning "Star") in 2014. Influenced by the owners' family in their native Korea, Byul emphasizes the importance of family and community. One unique drink is named "Gangnam Style": it mixes expresso with chai.

1971 Rutabegorz opens in Fullerton, CA.

74. **"Rutabegorz Restaurant."** Photo by Sean Scanlon. Fullteron Photos. http://www.fullertonphotos.com/wp-content/uploads/2013/12/rutabegorz.jpg.jpg.

1972 Mr. Coffee machine introduced as first successful automatic drip-brew coffeemaker for home use.

75. **"Original Sketch of Mr. Coffee Pot from the Marketing Department."** Neil's Marketing company in Akron Ohio, 1970s. Found online at: https://www.etsy.com/listing/125115122/1970s-mr-coffee-pot-diner-advertising?utm_source=Pinterest&utm_medium=PageTools&utm_campaign=Share.

1973 The first Fair Trade coffee is imported into Europe from Guatemala.

1984 Diedrich Coffee founded, Costa Mesa, Calif.

76. **"Diedrich Coffee Cup."** November 7, 2006 blog post. http://theletterv.blogspot.com/.

1985 The Equal Exchange is founded in West Bridgewater, Mass.

1989 International Coffee Agreement collapses; world prices plummet to historic lows.

1993 Worlds first webcam (of coffee brewing).

77. a. **"Webcam filming Coffee Pot."** Kesby, Rebecca. "How the World's First Webcam Made a Coffee Pot Famous." *BBC News*, November 21, 2012. http://www.bbc.com/news/technology-20439301.

Trojan Room coffee pot within the old Computer Laboratory of the University of Cambridge was the inspiration for the world's first webcam. It became visible to any Internet user and grew into a popular landmark of the early web.

b. **"Webcam images of Coffee Brewing."** Boulton, Jim. "The first Web celebrity was a coffee pot." *Digital Archaeology*. http://digital-archaeology.org/the-first-web-celebrity-was-a-coffee-pot/.

1994 Gypsy Den Café founded, Costa Mesa, Calif.

78. **"Gypsy Den photo."** http://www.relylocal.com/costa-mesa/business_listings/the-gypsy-den-cafe.

1997 The first Starbucks location outside the US opens in Tokyo, Japan.

1999 TransFair USA launches the first Fair Trade certified.

2000 The First World Barista Championships is held.

2000 Vietnam emerges as the 2nd largest grower of coffee after Brazil.

2001 First Lee's Coffee at Lee's Sandwiches, Westminster, CA.

79. **"Iced Coffee from Lee's Sandwiches."** Presley, Nicole. "In the Snack of Time." *Presley's Pantry Blog*. June 13, 2011. http://presleyspantry.com/2011/06/13/in-the-snack-of-time-coffee-and-croissant/.

2002 First K-cup single serving brewing system introduced.

80. a. **"Diedrichs K-cup."**
    b. **"U.S. Patent No. 7,347,138, fig 1."**

2004 1st Starbucks Workers Union formed at Starbucks store in midtown Manhattan.

2005 Kéan Coffee founded, Newport Beach, Calif.

81. **"Kéan Coffee Logo."**

2005 Specialty coffee represents half of the U.S. coffee market by value; Fair Trade Certified coffee is its fastest-growing segment.

2006 Small Coffee Farmers start Authentic Fair Trade Movement.

2009 Starbucks Workers Union forms in Chile.

2009 Portola Handcrafted Coffee Roasters opens in Irvine.

2010 400 billion cups of coffee consumed worldwide.

2011 Portola Coffee Lab opens in Costa Mesa.

2012 Theorem by Portola Coffee Lab opens in Costa Mesa.

2012 Cafecito Organico opens a location in Costa Mesa.

82. **"Cafecito Organico logo."**

2013 Starbucks opens stores in Ho Chi Minh City, Vietnam.

2014 Starbucks opens stores in Hanoi, Vietnam.

2014 Coffeebar Byul opens in Irvine.

83. **"Coffeebar Byul logo."**

Coffee and Advertising

84. **"Will's Best Coffee powder for sale at Manwaring's Coffeehouse."** c1700s.

    Even in the golden age of coffeehouses merchants tried to attract customers to their brand of coffee.

85. a. **"Arbuckle's Ariosa Coffee package."** 1870.

    b. **"Arbuckle's Advertisements."** c1880s.

    During the Civil War, branding and packaging began to develop together, so that American housewives no longer simply bought green coffee, often from an open barrel in a general store, perhaps placed next to fragrant fish or pickles. The big American coffee companies, Arbuckles, Folgers, and Hills Brothers, began as small operations, often in the western states and territories. As the railroads spread to every town in the land, as printing techniques evolved to permit first color drawings then photographs, and as the mass market magazines emerged, American purchased more and more packaged coffee, either green or roasted.

86. **"Coffee, An Aid to Factory Efficiency."** 1921. *From Uncommon grounds : the history of coffee and how it transformed our world*. Mark Pendergrast. New York, NY : Basic Books, 1999.

    An unusual advertisement directed to company owners. Coffee was more than a luxury for your workers, buying and providing coffee was a means to improve your production.

87. **"Gee that's Swell Coffee…"** A&P Food Stores. December 9, 1940.

88. **"Impeccably Select, Unfailingly Superb."** Maryland Club Coffee, Houston Texas, 1952.

    By the 1950s the five largest roasters in the U.S. roasted over one-third of all coffee and controlled 78% of all stocks, supplying the remainder as green to grocery chains to roast for their own store blends.

89. a. **"Get Up a Little Early…."** Taster's Choice, 1971.

Advertisers promoted coffee preparation at home as the wife's primary responsibility. If the coffee was not right the household was in trouble Even into the 1970s there was an expectation that coffee was key to a woman's self-esteem. Advertising in popular magazines reinforced that the way that American housewives prepared and served coffee was an important marker of their status and value in and outside the home.

b. **"If Your Husband Ever Finds Out..."** Chase and Sanborn, 1952.

c. **"Men!"** Chock Full O' Nuts, 1962.

90. a. **"We'll Take On Any Coffee in the House."** Sanka, 1972.

b. **"Have You Tried Mountain Grown Folger's?"** Folgers Coffee, c1972.

In the 1970s, new styles of advertising as well as new products developed. Sanka pushed that it was not enough to be an instant coffee, best taste was foremost. Folger's Coffee Company (established in 1850) was purchased in 1963 by The Procter & Gamble Company (P&G). It not only dominated the market with the "mountain-grown" slogan but introduced in 1972 a grind of coffee (flaked) specifically for the newly introduced home drip-coffee makers. Mrs. Olson came to the rescue of the clueless – but always white and attractive – homemakers in these ads, which ran for twenty-one years beginning in the early 1960s. It's easy to make good coffee, she would tell distressed young women. Just use Folgers – "It's mountain grown!"– as though other coffee grew in swamps.

91. a. ***Love Over Gold.*** Susannah James [pseudonym of Susan Moody]. London ; New York : Bantam Press, 1993.

b. **"Screen Shot of Sharon Maughan from Taster's Choice Commercial."** Taster's Choice, Nestle, 1992.

c. **"Television Guide Ad for Taster's Choice Commercial During Young Indiana Jones."** Taster's Choice, Nestle, 1992.

d. **"Andrew or Michael? It's Your Choice!"** Taster's Choice, Nestle, 1992.

"The ads have struck a chord because they depict old-fashioned romance. Romance isn't instant. It takes 30 seconds.'"

The Nescafé Gold Blend couple initially appeared in an advertising campaign that ran for twelve 45-second installments between 1987 and 1993. It starred Anthony Head and Sharon Maughan as Tony and Sharon, a couple who begin a slow-burning romance over a cup of the advertised coffee. The commercials were extremely popular and even merited a British spin-off book about the romance.

Beginning in 1990, American versions of the ads were produced as the "Taster's Choice saga." Head and Maughan reprised their roles, but used American accents. After the first two nearly identical ads, the American ads diverged into their own storyline. The story ended after 7 years and 13 episodes in 1997 with a campaign allowing viewers to choose whether Sharon Maughan would finally end up with Michael (Anthony Stewart Head) or her ex-husband Andrew (Trevor Eve.)

92. a. **"Varieties of coffee."**

b. **"The coffee aisle."** Gourmet Coffee Corner (http://www.gourmetcoffeecorner.com) Feb. 4, 2010.

Coffee advertising is becoming more about the coffee drinks you make and the origins of coffee. Grocery aisles are not dominated any more by instant coffee but rather now have a few large domestic brands, pre-mixed drinks, and bins of whole beans labeled by geographic origin. The origin of coffee beans is mattering more and the brand name is often associated with a coffeehouse brand.

Global Coffee Economy

To meet modern society's seemingly unquenchable thirst for coffee beverages, a global system in economic distribution has been set up to bring the tiny coffee bean to your cup thousands of miles away from where the coffee was planted, nourished and processed. What fuels the vibrant coffee economy is demand – especially from the sophisticated coffee drinker in modernized, urbanized societies far removed from the small and large plantations where the coffee plant is grown, mostly in the Third World.

Coffee Research at UCI

93. **"Wake Up and Smell the History: Professor Teaches the Rich, Bold Story of 'Coffee and Capitalism'."** Anna Iliff. *Orange County Register*, 10 February 2014.

94. ***The Global Coffee Economy in Africa, Asia, and Latin America, 1500-1989***. William Gervase Clarence-Smith and Steven Topik. New York: Cambridge University Press, 2003.

    UCI History Professor Steven Topik teaches his students the story of how coffee has travelled the long and arduous agricultural route to now become a valued resource traded on commodity stock exchanges to satisfy the caffeine urges of the modern man and woman, not just in the West but throughout the interconnected world. Brazil, Professor Topik's country of particular research focus, has been the top coffee producer for 150 years. At 49.1 million bags (each weighing some 132 lbs.) it ships a third of the world's production of high-quality Arabica beans.

Growing Coffee Around the World

95. **"Traditional Coffee Farming as Seen in The Kaffa Forest, Ethiopia."** Artwork by Molly Holmberg, in: *Coffee Story: Ethiopia*. Majka Burhardt. Madison, Wisc.: Ninety Plus Press, 2011, 32-33.

    Ethiopia, where coffee originated, still produces coffee, but it ranks only fifth in terms of world coffee production, at 6.6 million bags a year. Traditional means of production make it difficult to produce quality of beans needed for the world market.

96. ***A Cafecito Story = El Cuento del Cafecito***. Julia Alvarez. Translated by/traducción de Daisy Cocco de Filippis. Woodcuts by/grabados de Belkis Ramírez. White River Junction, Vt.: Chelsea Green Pub. Co., 2002.

    This is a bilingual children's book about a coffee farmer in the Dominican Republic. The cover illustrates the trail from farm to cup.

97. a. **"Producing More Coffee (1979)."** Thai Son. In;: *60 Nam Tranh co dong Viet Nam*, 1945-2005. [Ha Noi]: Van Hoa Thong Tin, 2006.

    b. **"The World's No. 2: Vietnam Still Has Room to Grow."** Maja Wallengren. *Tea and Coffee Trade Journal*, January, 2013, p. 40-41.

    While Brazil has maintained its dominance, Vietnam has managed to become the world's second highest producer of coffee, at 27.5 million bags, albeit of the lesser-quality Robusta variety. This demand is fueled by coffee marketers in the West looking for cheaper coffee. The Dominican Republic produces between 350,000-500,000 bags of Arabica per year, however, less than 20% of this volume is exported. This is partly because domestic coffee consumption is very high - the Dominican Republic has a coffee culture stretching back over two centuries and consumption hovers around 6.5 lbs. per-capita.

American Specialty Coffee

98. a. *T**he Kona Coffee Story: Along the Hawai'i Belt Road***. Akemi Kikumura with Eiichiro Azuma and Darcie C. Iki. Los Angeles, CA: Japanese American National Museum, 1995.

    b. **"Teruko Narimitsu and Mother, Kiku Hanato, Drying Coffee Beans on the Road in Front of the Hanato Store… c, 1928."** Woodblock print by Hiiroki Monnoue. In: *The Kona Coffee Story: Along the Hawai'i Belt Road*. Akemi Kikumura with Eiichiro Azuma and Darcie C. Iki. Los Angeles, CA: Japanese American National Museum, 1995.

    c. **"A Farmer Leads a Loaded Donkey through a Coffee Field in 1934. The Kona Nightingale was an Essential Part of the Coffee Industry until Shortly after World War II."** Photograph by Kent Kobayashi. In: *A Cup of Aloha: The Kona Coffee Epic*. Gerald Kinro. Honolulu, Hawai'i: University of Hawai'i Press, 2003.

    The U.S. is the top importer of coffee, importing some 22.2 million bags. Some coffee, however, is grown within the United States. The British warship H.M.S. Blonde brought coffee trees, to Hawaii, from Brazil in 1825. Chief Boki, Governor of Oahu, had acquired coffee trees in Rio de Janeiro, on his way back from London. Currently there are 6,500 acres in coffee statewide and annual production is 6 to 7 million pounds of green bean.

The Future of Coffee

99. ***Coffee Markets: New Paradigms in Global Supply and Demand***. Bryan Lewin, Daniele Giovannucci and Panayotis Varangis. Wash. D.C.: The World Bank, 2004. Agriculture and Rural Development Discussion Paper 3.

    While coffee demand currently remains strong, consumption of higher-priced Arabica coffee has not risen, given the slowing of the global economy, even as Robusta coffee prices have inched up, as consumers become more price conscious. The outlook for the coffee trade is unclear. Three World Bank researchers, Bryan Lewin, Daniele Giovannuci, and Panayotis Varangis, have argued that because some 20-25 million families in emerging economies produce and sell coffee, their economies are especially subject to extreme shock when the prices of coffee decline. "By some estimates, approximately 100,000 million people are directly affected economically by the coffee trade."

Coffee Production in Peril

100. a. **"Central America Fighting Against Time in Rust Battle."** Maya Wallengren. Tea & Coffee Trade Journal, June 2013, 40.

b. **"The Impact of Climate Change on Indigenous Arabica Coffee (Coffea Arabica): Predicting Future Trends and Identifying Priorities."** Aaron P. Davis, Tadesse Woldemariam Gole, Susana Baena, and Justin Moat. *PLOS One* 7/11 (November 2012), e47981.

No piece of agricultural land can sustain an unlimited number of coffee plants. With climate change, coffee farmers are finding that they have to seek higher and higher elevation to be able to produce the same quality plants. Moreover, disease and "rust" are constant and growing threats to the survival of the coffee plant. Forecasts are dire for the future of this sturdy plant, unless human ingenuity and a more socially responsible consumption, intervenes to find a solution.

Fair Trade Coffee & Labor

In the current socially responsible era, the imperative is for companies that trade in coffee to act like good corporate citizens. All coffee vendors now brag about helping the distant coffee farmer in bringing fair trade-certified coffee to the consumer, while corporate annual reports highlight ethical and socially responsible actions.

Fair Trade and Authentic Fair Trade

101. a. ***Equal Exchange Coffee: Fairly Traded From Small Scale Farmers***. Poster. Equal Exchange: www.equalexhange.coop.

    b. **"Fair Trade Takes Off in the U.S.: 1990s."** Vendela Larsson. Cartoon. In: *The History of Authentic Fair Trade.* Phyllis Robinson and Nicholas Reid. Illustration by Vendela Larsson. N.p.: Equal Exchange, [2013]. http://www.equalexchange.coop/sites/default/files/HistoryofFairTrade.pdf.

    c. ***The History of Authentic Fair Trade***. Phyllis Robinson and Nicholas Reid. Illustration by Vendela Larsson. Ibid., [2013]. http://www.equalexchange.coop/sites/default/files/HistoryofFairTrade.pdf.

    When it took off in the U.S. in the 1990s, fair trade was meant to help provide the coffee farmer in emerging economies with the market outlets in the West, the coffee grower being paid fairly for the product. Soon every coffee shop from independent to chain-run, began serving "fair trade" coffee from the developing world, and selling coffee bags and cartons branded as such.

102. a. **"Building Authentic Fair Trade."** In: *At Your Table*. Brochure. Equal Exchange: http://equalexchange.coop.

    Given the dominance in the coffee industry of big players like Starbucks, however, it soon became apparent to fair trade advocates that the system was just benefiting big coffee plantations, and not the small coffee farmer. "Authentic" fair trade then developed, as an alternative, to more transparently help support the smaller farmers.

103. ***Coffee and Community: Maya Farmers and Fair-Trade Markets***. Sarah Lyon. Boulder: University Press of Colorado, 2011.

104. ***Brewing Justice: Fair Trade Coffee, Sustainability, and Survival***. Daniel Jaffee. Berkeley: University of California Press, 2007.

Is It Fair?

105. ***The Fair Trade Scandal: Marketing Poverty to Benefit the Rich***. Ndongo Samba Sylla. Athens: Ohio University Press, 2014.

106. ***Mugged: Poverty in Your Coffee Cup***. Charis Gresser and Sophia Tickell. Oxford: Oxfam, 2002.

    A reviewer in the *Economist* (5 July 2014) noted "there is little evidence that fair trade has lifted many producers out of poverty, not least because most of the organizations that are certified tend to come from richer, more diversified developing countries, such as Mexico and South Africa, rather than the poorer ones that are mostly dependent on exporting one crop." Much of the inequity stems from the costly certification system, as well as the additional costs to comply with fair trade standards, putting smaller coffee trading organizations at a disadvantage over the larger.

Real Impact of Fair Trade: Starbucks

107. a. ***Onward: How Starbucks Fought for its Life without Losing its Soul***. Howard Schultz with Joanne Gordon. [Emmaus, Pa.]: Rodale, 2011.

    b. ***Starbucked: A Double Tall Tale of Caffeine, Commerce, and Culture***. Taylor Clark. New York: Back Bay Books, 2008.

108. ***Starbucks Commitment to Social Responsibility: Beyond the Cup***. N.p.: Starbucks Coffee Company, 2006. Courtesy of Daniel C. Tsang.

    Critics have questioned how much fair trade actually benefits the small farmer. Does it instead fuel poverty? For each dollar paid by an American consumer for a fair-trade product, only three cents more are transferred to the country it came from than for the unlabeled alternative. So far, the fair-trade labelling movement has been more about easing consciences in rich countries than making serious inroads into poverty in the developing world.

Coffeehouses and Labor: Starbucks

109. a. ***You Have the Right to Organize***. Poster. Starbucks Workers Union/Industrial Workers of the World. http://www.starbucksunion.org/sites/default/files/Right%20to%20Organize%20SWU%20Poster_0.pdf.

b. **"They say they can't afford to pay us full time, but they can afford to open 189 Star Bucks in New York City!"** Tom Keough. Cartoon in: *Solidarity Unionism at Starbucks*. Daniel Gross and Staughton Lynd. Oakland, Calif.: PM Press, 2011.

c. ***Solidarity Unionism at Starbucks***. Ibid., 2011.

In labor practices, the modern coffee industry has had to face an increasingly vocal workforce. The term barista came into being, as more and more low-wage workers were hired to staff the growing number of coffee outlets. These workers began joining together, most notably, the Starbucks Workers Union, affiliated with a long-standing Industrial Workers of the World. In addition to voicing demands for more pay, these more activist baristas seek better working conditions, such as more say in their work schedules.

The Perfect Cup

Brewing for peak flavor requires scientific precision--how finely or coarsely to grind a particular strain of bean, steeped in how much water and at what temperature. All this adds up to a cup of black coffee so dimensional, some believe, that there's no need to pollute it with milk or sweeteners. In addition the majority of recent research suggests that moderate coffee consumption is benign or mildly beneficial in healthy adults.

Seeking Perfection

110. ***God in a Cup: the Obsessive Quest for the Perfect Coffee***. Michaele Weissman. Hoboken, NJ: John Wiley & Sons, 2008.

111. **"I'm sorry but this coffee is weak-bodied…"** Nick Downes. *The New Yorker*. October 15, 2007.

    Seekers of excellent coffee are working to convert ordinary drinkers into coffee purists. Known as the "third wave," this movement started a decade ago by a splinter group of true believers who approach every part of the coffee life cycle with meticulous obsession. Coveted "single origin" beans with unique flavors are harvested like wine grapes: on a specific farm in specific soil at a specific altitude in a specific climate on a specific lot, in some cases even picked on a specific day.

Brewing and Tasting

113. **"The SCAA Coffee Taster's Flavor Wheel"** Specialty Coffee Association of America. http://www.scaa.org/?page=resources&d=scaa-flavor-wheel.

    There are as many ways of brewing coffee as there are varieties of coffee beans. Matching the perfect bean to the perfect grind is only the beginning. The amount of time it spends with water extracts different flavors over time. Increasingly, specialty roasters are working directly with coffee growers around the world to produce coffees as varied in taste as wines. And how are roasters teaching their clientele to appreciate the subtle characteristics of brews? By bringing an age-old tasting ritual known as "cupping," to the coffee-sipping masses. Coffee is extremely complex chemically and physically, each green bean containing around 500 aromatic and flavor components. Wine, considered among the most complex and nuanced beverages, has but 300-400 components.

114. **"The Compendious Coffee Chart."** Pop Chart Lab, 2012.

Coffee is usually brewed in one of 4 major ways characterized by how the water is introduced to the coffee grounds:

1. Decoction (through boiling)
2. Infusion (through steeping)
3. Gravitational feed (used with percolators and in drip brewing)
4. Pressurized percolation (as with espresso)

Coffee's Perks - Health and Coffee

115. **"Caffeine molecule."**

116. **"Coffee's Perks."** Laurie Tarkan. *Health* (Time Inc. Health). 19 (4) 2005.

117. **"Health headlines about coffee."**

America drinks 624 million cups of coffee a day. That's about three cups per coffee drinker in the United States, where 83 percent of adults can't imagine life without their favorite cup. Coffee is slightly acidic (pH 5.0–5.1) and can have a stimulating effect on humans because of its caffeine content. The majority of recent research suggests that moderate coffee consumption is benign or mildly beneficial in healthy adults. Possible benefits include: an important source of antioxidants from coffee (more than anything else in our diet), a lessening of the symptoms of Parkinson's disease, reducing your risk of developing Type 2 diabetes, appreciably reducing the risk of Alzheimer's or delay its onset. In addition women who drink coffee are less subject to depression.