

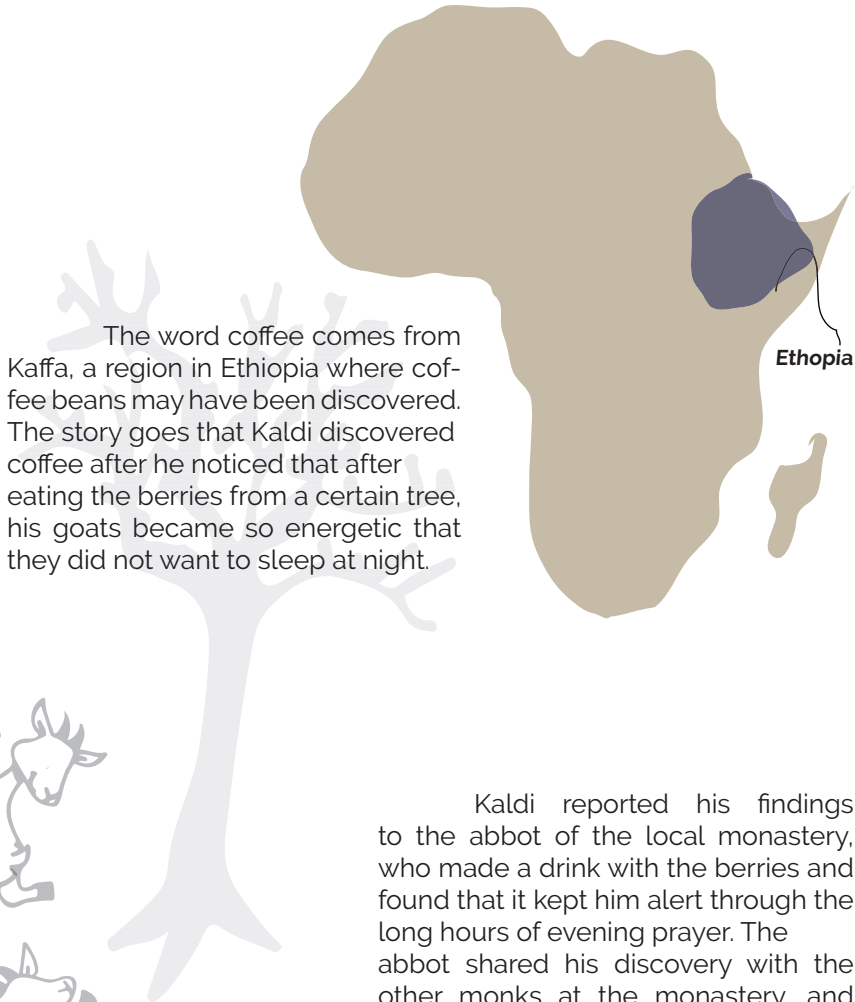
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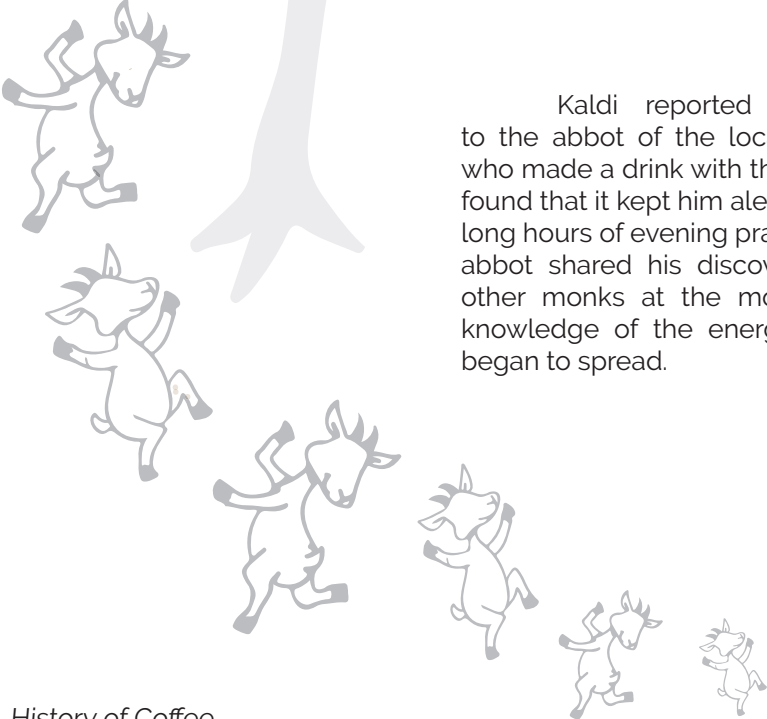


Coffee is a brewed drink prepared from roasted beans. Making the perfect cup of coffee is a skill within itself. It is also so much more than that. It is a ritual. A culture. A behavior. An attitude. An identity. An addiction. *Do I want the cup of coffee? or Do I need cup of coffee?* Have we ever thought to ourselves: *'I cannot function without drinking my cup of coffee?'* The aim of this book is to help its readers question the cup of coffee.

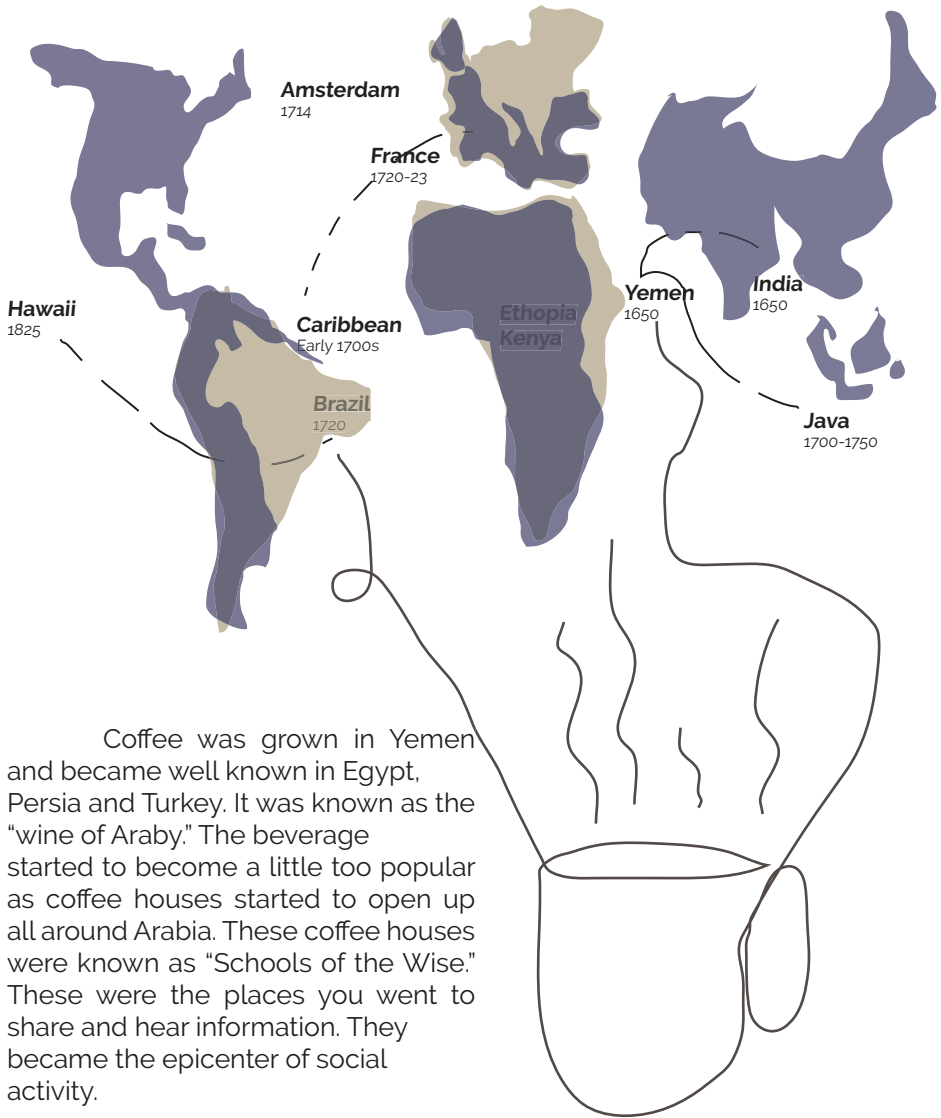




The word coffee comes from Kaffa, a region in Ethiopia where coffee beans may have been discovered. The story goes that Kaldi discovered coffee after he noticed that after eating the berries from a certain tree, his goats became so energetic that they did not want to sleep at night.



Kaldi reported his findings to the abbot of the local monastery, who made a drink with the berries and found that it kept him alert through the long hours of evening prayer. The abbot shared his discovery with the other monks at the monastery, and knowledge of the energizing berries began to spread.





As the 1600's rolled on, coffee houses sprung up all over Europe in England, Austria, France, Germany and Holland. Much like the coffee houses of Arabia, these places became social hubs where one could engage in stimulating conversation and political debates. In England, these became known as penny universities. For the price of a cup of coffee you could learn all sorts of things as public conversations carried on. Many of these coffee houses even grew into businesses, such as Edward Lloyd's Coffee House which became a large scale insurance

company. In Oxford, England's first coffee house opened. This shop would later be known as the Oxford Coffee Club where ideas and innovation were born and shared. The Oxford Coffee Club eventually grew to become The Royal Society.

In the 1900's, Nestle was approached by the Brazilian government to find a way to utilize all of Brazil's coffee waste, as they simply produced too much of it. After years of research, the process of freeze drying coffee to make an instant cup of coffee came about. The coffee produced is Nescafe and is the world's leading brand today.

The Nescafe logo features the word "NESCAFE" in a bold, black, sans-serif font. A small red swoosh is positioned above the letter "E".

NESCAFE



During the 1960's coffee went through another revolution. Alfred Peet was a Dutch-American whose father roasted coffee in Holland. Alfred decided to bring his family's craft to California and in 1966, Peet's Coffee opened in Berkeley. Enter the early stage of specialty coffee. In 1971 Peet shared his coffee knowledge and roasting techniques with a couple of friends. With Peet's permission, they opened a coffee shop in Seattle using his roasted beans and mimicking his store layout. The store was called Starbucks.

In 1984, Starbucks purchased Peet's, acquiring their original mentors Business. The next year, Howard Schultz quit Starbucks to start his own Coffee company, Il Giornale, focusing on serving quality coffee drinks. After immediate success, Schultz purchased Starbucks in 1987 for \$3.8 million. He was able to combine the roasting techniques of Starbucks with the Italian concept of the cafe. Starbucks then went on a rampage, opening Thousands of stores with a goal of putting stores in every country. The Impact of Starbucks cannot be denied. They brought consumers back to the

notion that fresh roasted, fresh ground coffee was better than pre-ground tins purchased in grocery stores. Starbucks created the modern cafe experience combining fresh roasted beans for sale with the service of brewed coffee and local gathering hubs. Starbucks created the modern cafe experience combining fresh roasted beans for sale with the service of brewed coffee and local gathering hubs.



Why is coffee such a popular drink among Millennials?

In the early 90's sitcoms like Friends and Seinfeld became hugely popular. Most social scenes and conversations would take place in a cafe setting. Drinking coffee was seen as the way to emulate this cosmopolitan 'New York' lifestyle. The popularity of cafe culture was further cemented by the emergence of the digital age- when portable electronic devices (laptops, mobile phones, and tablets) freed workers from their desk. They were able to work at a location of their preference. By installing wifi, cafe's established themselves as an alternative place to socialise and work. This was combined with the emergence of hipster foodie culture. There was an increasing awareness amongst consumers of coffee as a culinary, specialty product – analogous to the rise of craft beer, small batch spirits, and artisan food. As the recession hit and stripped the highstreet of its retail shops, it was the perfect atmosphere for cafe's to fill the gap.



Today, coffee is the second largest commodity traded on a global scale. 400 billion cups of coffee are consumed every year.

Location: Mumbai, India

Cafe: Starbucks

Time: 11:30

Interview with the customers

What are you'll doing here?

We came here on date. We have a long distance relationship and we are finally meeting after 6 months! We usually go to cafes in the day-time and restaurants/bars in the evening.

Why did you'll choose to come here?

(Pranaav) Well, I live in the neighborhood so it is quite convenient for me. I am not an avid coffee drinker, but I do I enjoy a cup on social occasions. (Ayushi) I personally do not like the authentic taste of coffee so much. I prefer coming to Starbucks because I can always experiment with the flavors and syrups. If I do not like it, they change it again till it is my taste.

What are you'll drinking now?

(A) I am having a cappuccino and a vanilla cronut muffin. (P) An iced chocolate machiato with whipped cream.

What is the most preferred factor about this atmosphere?

(A) The diverse and buzzing atmosphere of this cafe. There are families, couples, group of friends, and individuals. One can usually spend 1-2 hours here and have quality conversation. While the quality of the coffee is what brings people into the door, it is the vibe and energy of the cafe that makes me want to spend my time here.





Interview 2:

What are you'll doing here?

We came here to get a coffee. Also to get dressed up and be outside. We actually see each other everyday in college but never run out of conversation.

Why did you'll choose to come here?

Everyone on instagram puts stories of their aesthetic frappes and pumpkin spice lattes from Starbucks. While the coffee is certainly overpriced, the entire concept of ordering a complicated drink, capturing your misspelled name and devouring the sugar filled drink is quite an event in itself.

What are you'll drinking now?

- (1) I am having a iced coffee
- (2) A javachip frappacino

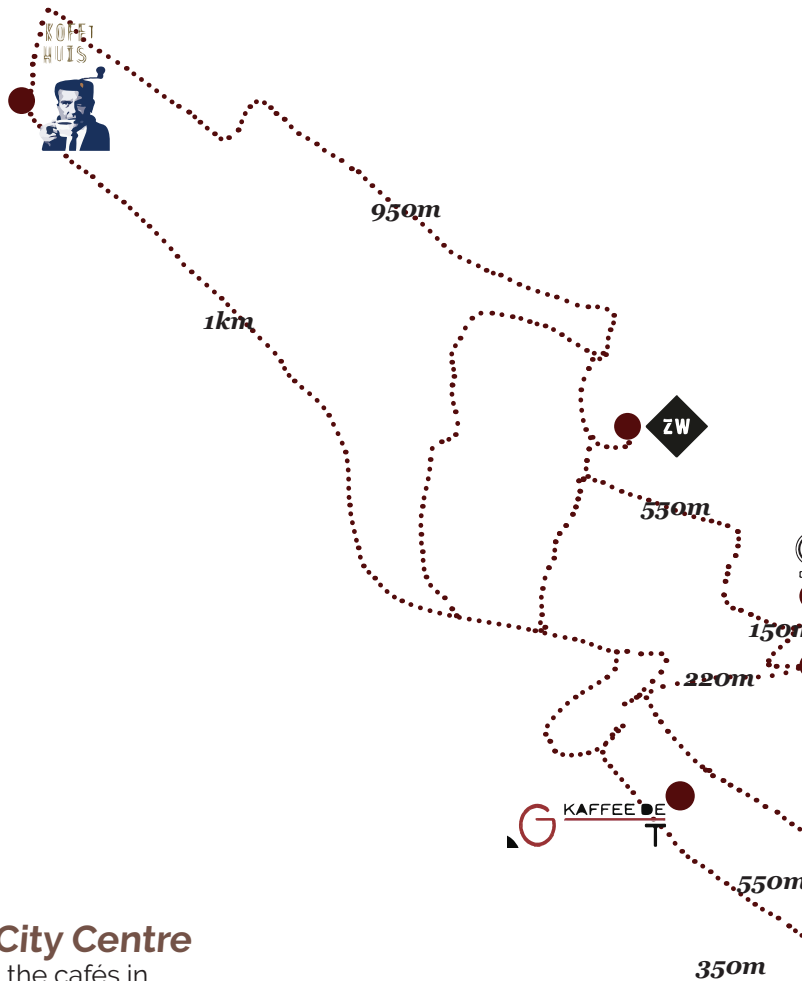
'How was your weekend?'

Oh, I drank,
Coffee,
Coffee,
and then some
more Coffee.'

“Coffee -
the favorite
drink of the
civilized
world.”

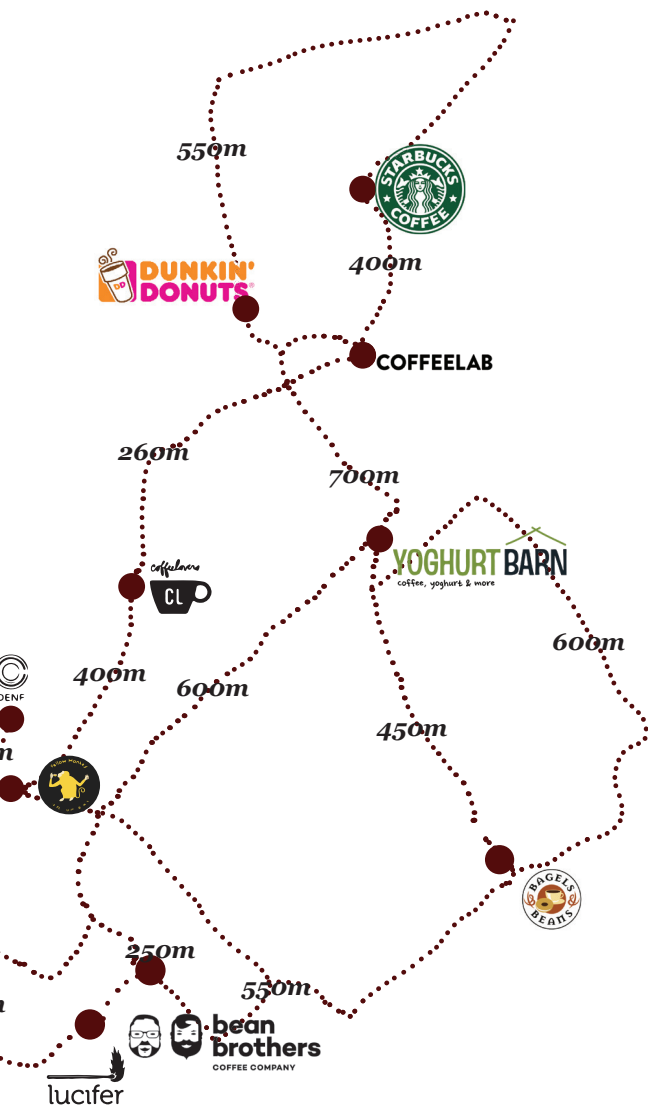
Thomas Jefferson





Eindhoven City Centre

Mapping the cafés in Eindhoven is a major city in the province of North Brabant in the Netherlands. With a population of over 213,000 people, it's the fifth largest city of the Netherlands.





Location: Eindhoven,
Netherlands
Cafe: Denf Coffee
Time: 9:30am

Interview with the lead Barista and latte artist - Ardy

Why did you join the coffee industry?

I worked as a waiter in restaurant. There, the barista would make leaf patterns. I was quite interested in this art so he taught me how to do it. After which, I got hired to work at Denf.

How long have you worked with coffee?

I have worked for 3 years.

What do you like the most about coffee industry?

Well, I simply love the taste and smell of coffee. I cannot go a day without coffee. What is important for me is transparency. In the Netherlands, we do not have the right climate to grow coffee. Hence, everyone has to import it. I will be visit the coffee farming farms in Ethiopia and Indonesia soon.

to engage with the coffee farmers and understand the whole process better. It is so much more than what meets the eye.

What are the most critical about?

People believe that we coffee should be a cheaper drink. (for example, supermarket coffee is 1 euro and we sell one cup for 2.50 euros). I think it is worth the extra money, if it is ensured the beans are grown in fair labour conditions

beans are grown in fair labour conditions with happy workers.

What are changing trends that you have noticed in customers?

Customers are developing their taste buds for a more authentic and high quality coffee. Recently, there have more orders of espressos and americanos than the ones mixed the milk and sugar.

sustainable cup made
from used coffee
beans ☕



1

I put my alarm on snooze so many times. I need a coffee to wake up. myself up.



Yes

No

2

This lecture is so boring. I need to go for a coffee break to stay energised.



3

The mid-afternoon slump is catching up with me. I need to drink coffee to keep going through the day.



4

I am feeling hungry. Let me curb my appetite by drinking coffee.



5

The sugar craving is overtaking my functionality. Let me drink coffee to reduce it.



6

I need to spike up my adrenaline levels to perform better at the gym. I need to drink coffee.



7

The waitress is finally approaching our table but I have not decided what I want to drink. Let me just get a coffee.



8

I want to ask that cute boy/girl on a date but not come off too strong. Maybe I will get a cup of coffee with him/her.



9

I think that if I pair this dessert with coffee it will enhance the flavour.



10

I am having an anxiety attack. I need to drink coffee to bring myself to a calmer state of mind.



11

I drink a cup of coffee at 6 pm everyday. Breaking this habit would seem very strange to me.



12

Since I have been drinking coffee since I was very young, a single cup is no good to me. I need strong, multiple cups of coffee to refresh.



13

I have a lot of things to do and not enough time to sleep. Ofcourse, I need to drink coffee to fullfill all my obligations.



14

I get headaches and feel nervous when I do not drink coffee. I cannot afford to feel like this, hence I need to keep drinking it to keep working.

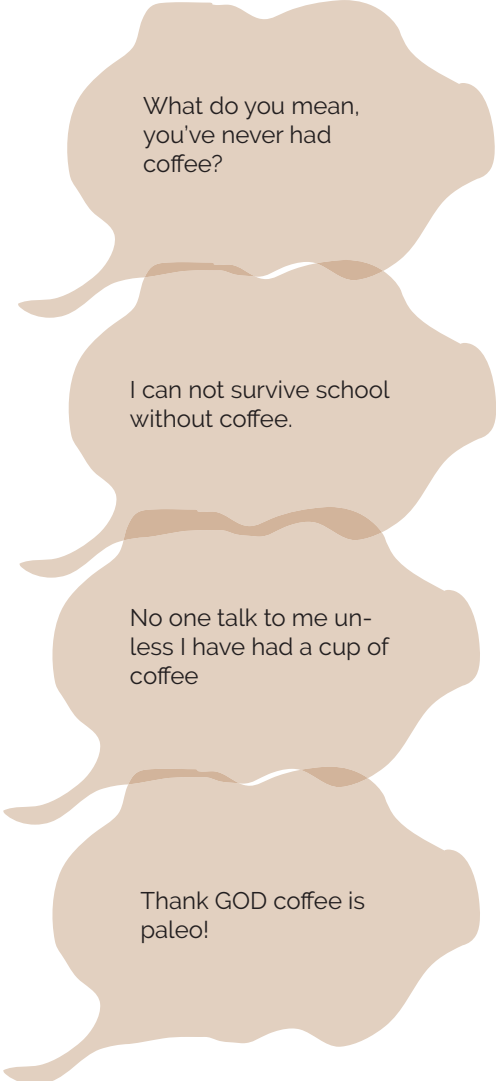


15

I consider myself a coffee expert. I love the taste of coffee and making it is an art form. I love it coffee in every form.



The Habit Element



What do you mean,
you've never had
coffee?

I can not survive school
without coffee.

No one talk to me un-
less I have had a cup of
coffee

Thank GOD coffee is
paleo!

Coffee can be very social. There can be a real ritual element to it and the habitual part can be really difficult for people trying to cut back to let go of. Your body becomes physically addicted, which means that if you have coffee regularly over time your body gets used to having caffeine in the system.

"Coffee can be quite addictive and it is a drug, which is something that is easy for us to forget considering how important it is to many people's lives."

If you cannot function without your substance of choice, it is an **addiction**. If you are constantly thinking about coffee, it is an **addiction**. If you will disrupt your day to get more, it is an **addiction**.

I am very sleepy but I need to stay awake.

8:35am, 26th February

I meet my housemate at breakfast and he offers me a cup of coffee.



In my house. I just wake up and walk downstairs. It is almost a mindless habit to start my day by drinking coffee.

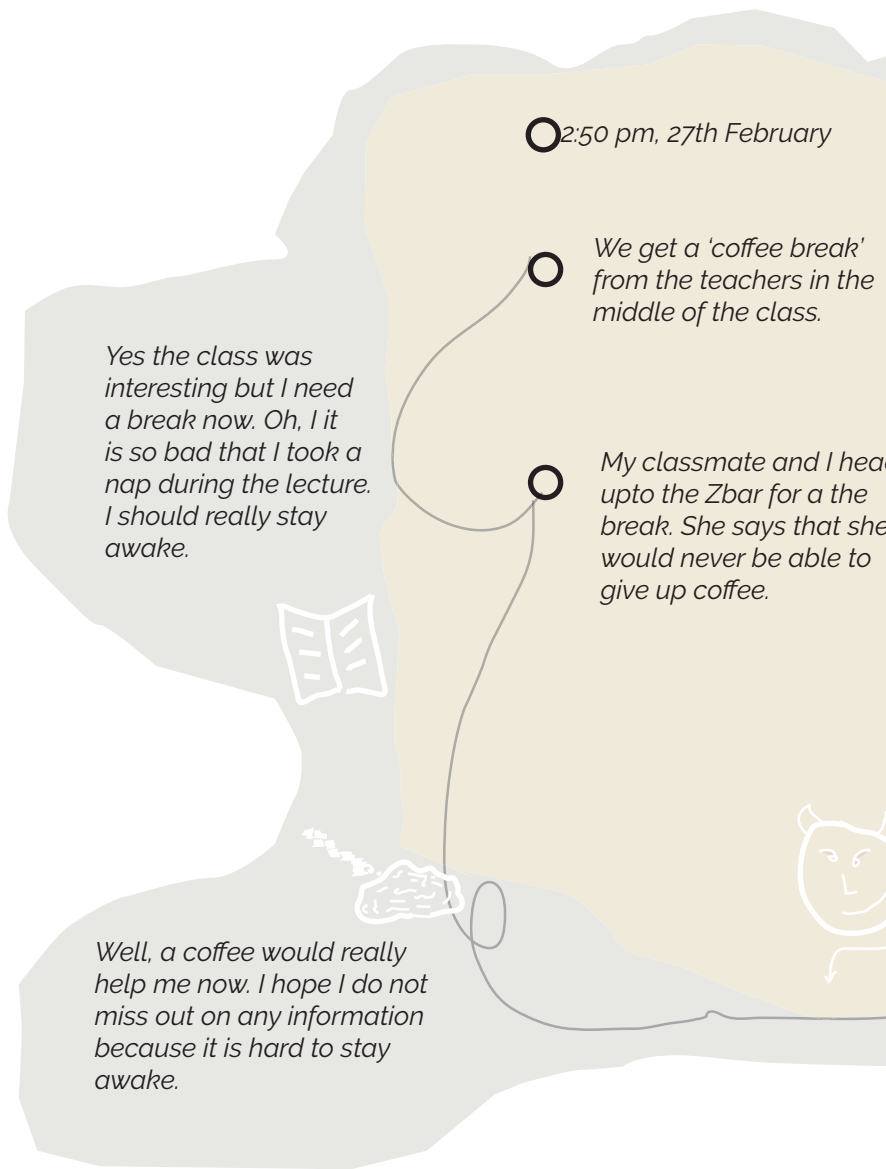
Ohhhh, the struggle. I see coffee. I smell coffee. Someone has offered me coffee. I always have coffee for breakfast. I need coffee



Okay, this is only momentarily. If I leave the house and do something else, I will not need coffee.

 *On finding out that I quit coffee, he hid the coffee mug in the cupboard*

I found it. I curbed the craving for coffee with hot water and honey. I felt quite awake and hydrated after that.





I need to keep my mind activated and engaged. Food and Typing notes on the



She offers me a sip of her coffee and says that nobody has know.

I get a cookie instead. I feel quite sleepy during the lecture so I sip on water throughout.

Time for lunch. I feel the afternoon-slump. I always have coffee with a lot of sugar at this time. Need to feel refreshed for class.

1:04pm, 28th February

It is lunchtime, I go to Backwerk to get a sandwich and a beverage.

I reach the coffee machine. There are so many options to drink coffee.

The coffee is quite good. I have worked so hard today. The coffee is a bit cold. A coffee machine would be nice. Then I can get a complete meal.



This is just a passing impulse. Get some sugar and nutrition in your meal. Enjoy your lunch and the craving for coffee will go away. You do not actually need coffee.

I take a banana and spinach smoothie and eat my blueberry muffin.

*quite cheap. I
d today. It is also a
ee seems so good.
dessert with it for
al.*

