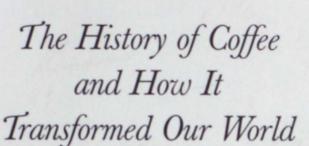
UNCOMMON GROUNDS



MARK PENDERGRAST



A Member of the Perseus Books Group

Bothy Hannstein Obours Guatamata
Bill Mealpin - Costa Rica
800- Ho- Britt
800- Ho- Britt
Parkhein - statement Guatamalan
has a better spinlad life Chan annuan

How much coffee do you dunch El Saludo with SCAA What does caffein do to vo? 120,000 tous ayear

Starbuch Donnts - sels more

Vestli-Co. 4 Bil. a year

Erabica VE. Robusta

So Billion a year (world)

steady decline in U.S.,

10 Pls. percapits

Specialty coffee what is it?

531. Mark Pendergrast

The History of Coffee and

How it Transformed our World

Taped: 7/27/99

Taped: 7/27/99 Aired: 8/29/99 Tape #: 97569 Specialty Coffee association

Specialty Coffee Institutes

Supe Gog aday

Before WWII - U.S. bought

1/2 of world's coffee

now it 20%

Finns dinh 28 lbs a year

What are foir trade "beaux when it is their britinglet when do american think it is their britinglet to whome a cheap cup of coffee UNCOMMON Suternational Coffee agramment? Polities - Coffee O Mayon inhias a Costo Rica 3 Idi amin 1996 Conference at National 200 P401 @ Sandanistas Mijos (911) Gold Standard lower dollar 84 (304) Coffee Theis material - 400 5 years - plant desease \$63 political apheaval Valorination scheme - 1903 in Brazil P81 gov trup suplan good offecto maintain price Dermann Siellher - Chron from 1910-1913 p85 George Noris leads charge against helcher Charly Post - p 95 Joe Mc Braton, pus - so cupradon Everyone in business envie loegere else

Tuesday 2 p.ar.

BOOKNOTES 1999-08-29

Copyright © 1999 by Mark Pendergrast

Published by Basic Books, A Member of the Perseus Books Group

All rights reserved. Printed in the United States of America. No part of this book may be reproduced in any manner whatsoever without written permission except in the case of brief quotations embodied in critical articles and reviews. For information, address Basic Books, 10 East 53rd Street, New York, NY 10022-5299.

FIRST EDITION

Designed by Heather Hutchison

A CIP catalog record for this book is available from Library of Congress. ISBN 0-465-03631-7

98 99 00 01 02 *****/RRD 10 9 8 7 6 5 4 3 2 1

acabica trees take 4 year Robusta - Zyear - Dissoved in Belgian Congo 1898 Jawaian Kona Ethopia - brithplace of cofber The Judge and the coffee vender - P313 General Foods Morfadl Horse per capida cups a day - 1962 - 3,1 Jutenational Coffee agreement 1963 - Kannely deseassnatus Pandy's Folgers Stanfand Brand's Chase and Santons Dung WWI - Knullion lles of Coffice and U.S. Expeditionery Faces 189 interviews Uncommon Grounds a coffee shopin Bulingtons Went to school at Green mountain coffee Roaster Phillip Morris Protes and Gamble Mestle chose not to participate in Look Project

Envy - Grower/Broker/Exporters
Suporters/Roasters/Retailers
Coffee Horner P404-Footnote Where did you dunk your worst coffee Who were Chase and Loubern? Maxwell House Folger - Tim Folger Bosloy's Green Dragon 1697-1832 Coffee House - adams Otes and Revere met to forment revolution "Shoots products" majors had to offer \$343 Coffee consumption went from 3/4'ds of Population in 60's to 1/2 in 80's