



The Perfect Cup

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The History of Coffee, Part Two— **COFFEE COMES TO AMERICA**

Coffee came to the New World in the 17th century, when it was introduced in the Virginia colony—probably by Captain John Smith, who had encountered coffee during his travels in Turkey.

After the Boston Tea Party in 1773, coffee became a mainstream beverage in the American colonies. Soon merchants began importing coffees from nearby Martinique, Puerto Rico, and Haiti.

The Coffee Shop and the American Business World

In America as in Europe, coffee shops were social gathering places featuring political discussion and financial transactions. Both the New York Stock Exchange and the Bank of New York were started in coffeehouses in the area of Wall Street.

Coffee, one of the fuels of the Industrial Revolution, became part of the hard-driving business culture of this country.

American coffee store, circa 1900



Cowboy Coffee

Old-time cowboys on cattle drives, having only a campfire, a hand grinder, and a large pot to work with, simply roasted the beans over the fire and boiled the grounds in water to make the strong brew known as “cowboy coffee.”

One-Way Valve Revolutionizes the U.S. Coffee Market

With modern transportation and the introduction of one-way valve packaging in 1983, a roaster on one side of the country could sell to a retailer on the other side. This led to the rise of the micro-roaster as well as wider distribution and

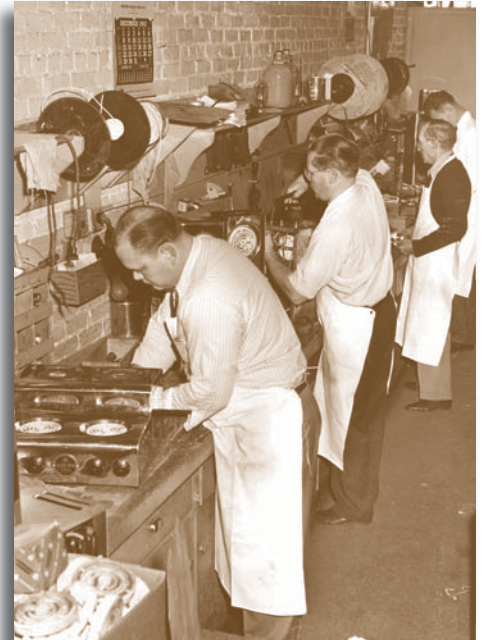
greater selection of coffees.



*One-way valve
on a package
of coffee*

The Origin of the Coffee Break

Americans invented the term “coffee break.” After World War II, most factory workers used their rest periods to enjoy coffee they brought to work in thermos bottles—their “cuppa joe.” The term “joe” for coffee came from World War II “G.I. Joes,” who were issued packets of dehydrated coffee with their military rations.



*1959— Roastery employees
working the equipment lines. Free
coffee was a perk!*

Did you know...

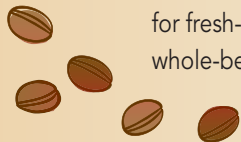
Americans like their coffee:

- Approximately 20 million bags of coffee are consumed each year in the USA.
- Coffee accounts for 71 percent of all caffeine consumption in the US.
- In 2006, the American coffee market reached \$29.3 billion—and the upward trend continues.



COFFEE MILESTONES IN AMERICA

- 1668 ► Coffee houses open in New York.
- 1773 ► The Boston Tea Party makes coffee-drinking a patriotic duty in America.
- 1825 ► Coffee is first planted in the Hawaiian Islands.
- 1865 ► James Mason patents the first American coffee percolator.
- 1920 ► Prohibition goes into effect in the U.S. Coffee sales boom.
- 1940 ► The U.S. imports 70 percent of the world's coffee crop.
- 1964 ► Boyd Coffee Company opens one of the first specialty coffee stores.
- 1971 ► A new wave of coffee houses sweeps the West Coast, creating new enthusiasm for fresh-roasted whole-bean coffee.



Specialty Coffee in the American Market

The Specialty Coffee Association (SCAA), a trade association that focuses on quality coffee, was founded in 1982. Since then, SCAA membership has grown to include thousands of brokers, farmers, and daily coffee drinkers. With the growing trend in specialty coffee, more Americans have developed a taste for high-quality, freshly ground coffee—a world away from the instant coffee of yesteryear. The trend toward more knowledgeable coffee consumption continues with today's growing interest in single-origin coffees.

BOYD COFFEE COMPANY



1946
*Customers relaxing
at a lunch counter*

2007
*At right, Boyd Coffee
Company's newest store
in Eliot Tower*



NEXT MONTH'S TOPIC: The Economic and Social Impacts of Coffee

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