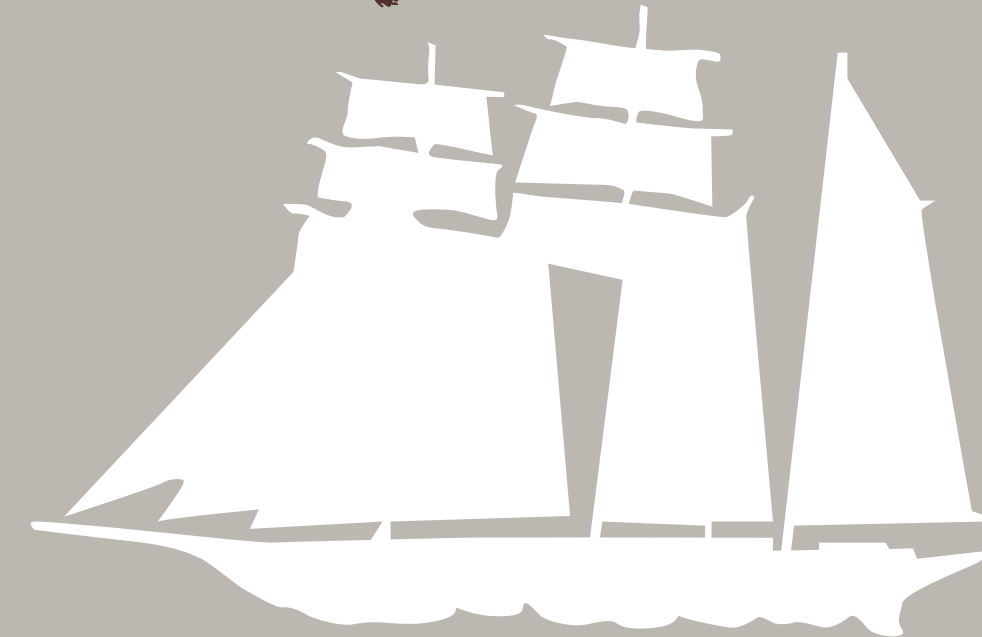
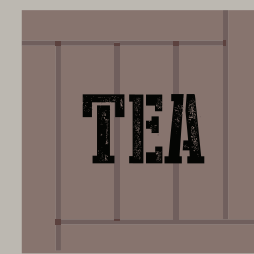


# A Love Affair

a quick taste of the American coffee experience



America's love affair with coffee began primarily at the Boston Tea Party, which occurred on December 16th, 1773. After the exorbitant taxation, the colonists protested by destroying tea cargo--after that, tea was considered "unpatriotic" to the American cause for liberty.

Brazil is the chief exporter of *coffee* in the world.



The U.S.A. imports in excess of

\$4,000,000,000

worth of coffee per year

this makes

*coffee*

second only to oil

as America's top import



6 out of 10  
Americans drink

*coffee*  
daily

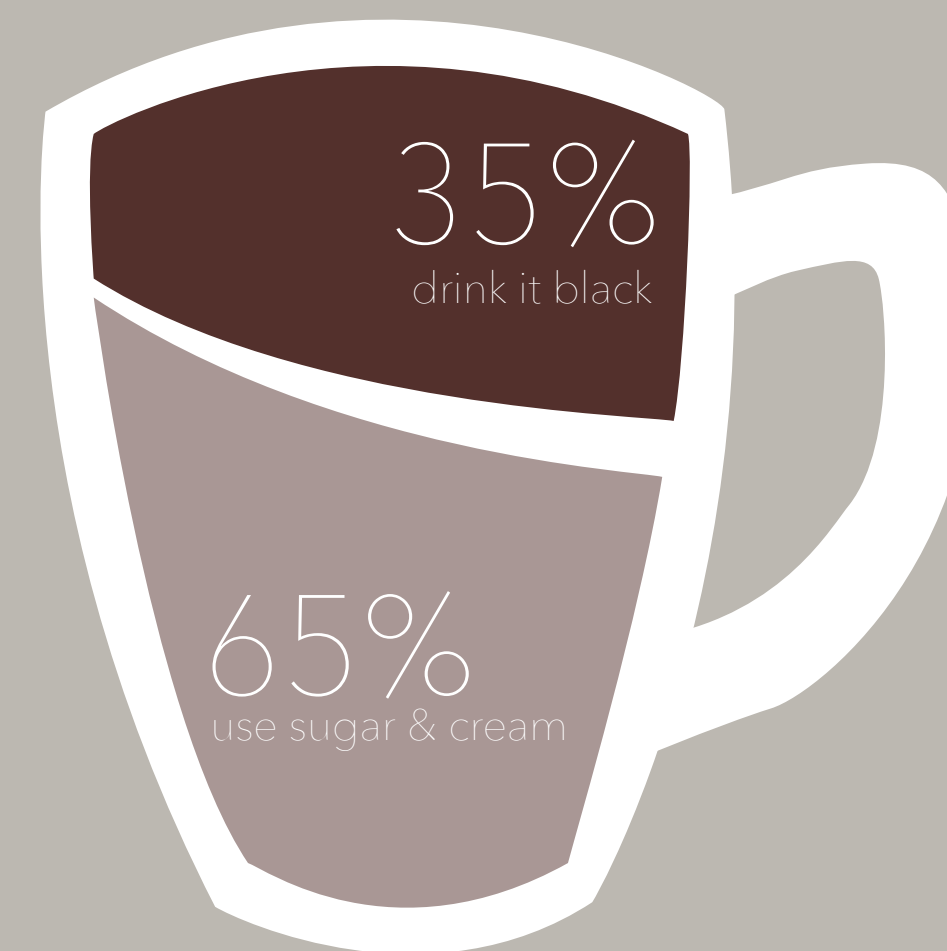


the average American drinks

3 cups of *coffee* a day



altogether, that amounts to 400 million cups per day. That's enough to fill an Olympic size swimming pool 40 times.



35%  
drink it black

65%  
use sugar & cream

MEN & WOMEN

drink the same amount of *coffee* but each drink for primarily 2 DIFFERENT REASONS:

WOMEN

"Drinking *coffee* is a good way to relax."



MEN

"Drinking *coffee* helps me get the job done."

