History of Coffee

“The Boston Tea Party convinced Americans to switch to coffee from tea as an expression of freedom”

In this source, the author gives a clear history of coffee. Nestle, the company who owns this website gives a mix of fun facts which really memorializes the importance and history of coffee. This website is here for anyone who wants to learn about coffee, regardless American or not, because it includes facts about other countries, not just America.

“Through the progression of wooden to steam-powered ships, to paper packaging, advancements in roasting technology and selling coffee based on its taste instead of by sight, coffee morphed into a beverage which could be accessible to those outside the wealthy class and still taste good.”

Coffee for Everyone

In this blog, Allison Hemler, writes about Coffee’s history in the US. She explains how coffee changed from an elite drink to something that every American could enjoy. This text was written for anyone who is interested in how coffee became the fourth most consumed beverage in America. It also mentions many other interesting facts such as the creation of the coffee break and goes on to talk about the very successful coffee shop, Starbucks.

“Coffee Can Make You Smarter”

In this article, Kris Gunnars highlights 7 major reasons that coffee is good for you. He is celebrating the benefits of coffee and marketing the idea that everyone should drink coffee in moderation. After his reasoning, he includes tips such as not adding too much of anything unhealthy such as sugar into there coffee. Kris was aiming this article at those that are skeptical that coffee is healthy and reminds readers that everything is ok in moderation.

https://authoritynutrition.com/why-is-coffee-good-for-you/
Starbucks
101
Starbucks Timeline

“1971-Starbucks Opens first store in Seattle’s Pike place Market”
“1995-Begins Service Frappuccino blended beverages”
“2015- Launches Cold Brew iced coffee and Evolution Fresh handcrafted smoothies…”

On the official Starbucks website, the company publishes every major addition to the company including menu updates, new stores/globalization updates, and so much more. I loved how organized this was and it was very easy to follow and see how much they have grown as a company. This timeline is celebrating Starbucks success and showing how the company has changed and grown over time.

“Schultz joined Starbucks as director of marketing in 1982 and, on a buying trip to Milan, experienced the cultural awakening that would give the company destiny—in the form of the Piazza del Dumono’s Many coffee bars, all of them serving high-grade espresso, all of them providing quasi public meeting places for Milanese society.”

Celebrating the Original

In this article written in The Guardian, Collin Marshal does a special focusing on a different historical building in 50 different cities. For day 36, he chose wrote about the original Starbucks, located in Seattle, which is still in business today. Marshall memorializes Shultz for making Starbucks what it is today and copying what he saw working in Milan. I truly couldn't imagine the world without Starbucks. Where else would I get my daily iced coffee, do my homework, and meet friends in between classes?

Copy-Cat Carmel Macchiato

“I’ve got great news for you, friends! You can make your favorite Starbucks Caramel Macchiato at home!”

In this blog on Cooktoria, Tania, shares with the internet a recipe to make Carmel Macchiatos. She is saving blog visitors money, on this somewhat pricey Starbucks drink. Here are her instructions, enjoy!

http://cooktoria.com/recipe/caramel-macchiato/
Starbucks Stands With Refugees

In this article by Cleve R. Wootson published in the Washington Post, the #BoycottStarbucks is brought to attention due to the divide in America over President Trump and his executive order regarding the Muslim ban. In response to this ban, Howard Schultz, chief executive of Starbucks announced his plans to hire refugees. This plan has caused the intense supporters of President Trump to boycott Starbucks. This article shows how companies can advocate for change and really make a difference in the world.

Starbucks Stands With Refugees

“There are more than 65 million citizens of the world recognized as refugees by the United Nations, and we are developing plans to hire 10,000 of them over five years in 75 countries around the world where Starbucks does business”

This BuzzFeed video shows people trying the new limited-edition Frappuccinos. The flavors included the following: Red Velvet Cake, Cotton Candy, Carmel Cocoa Cluster, Cinnamon Roll, Lemon Bar, and Cupcake. While none of these flavors made it to the current menu, it is possible to order them off the secret menu.

“Starbucks recently released a new line of 6 limited-edition frappuccinos. The public can vote on one permanent flavor.”

https://www.youtube.com/watch?v=Xc6UTD4B2EA
Secret Menu

Here is a screenshot from starbuckssecretmenu.net. This website is fan-run and is not affiliated with the actual Starbucks company. Fans made this website to share with the world their favorite drinks to order, eat/drink, and make! On the website they have 100s of fun, secret drinks and even have instructions of where to share your own!

http://starbuckssecretmenu.net
Emojis Takeover

Starbucks markets the keyboard as providing “Hot new emojis for summer.”

In this blog from last April, blogger Chris Fuhrmeister, writes about Starbucks's new keyboard on the website Eater.com; The keyboard is available for all iOS, Android via the Apple App Store and the Google Play Store. Who wouldn’t want to use these cute Starbucks emojis in everyday life?

Citations


