



PRESS RELEASE

From Colombia to the Countertop: Your Morning Coffee's Amazing Journey

LIFE travels with a cup of Starbucks coffee from bean to brew

San Jose, CA – January 10, 2005

Nearly half of all Americans – that's 144,636,951 people – will start their day with at least one cup of coffee this morning. But how much do we know about where our cup of Joe began? To answer that question, LIFE magazine takes readers through the unique journey of a Colombian coffee bean from the harvest fields to "skim latte, no foam please" in the January 14 issue, available this Friday.

The journey begins with German Garcia, one of the 500,000 coffee farmers in Colombia. In his province of Nariño, most of the local crop ends up as Starbucks house blend. A dominant figure in the economy of the region, many people in the area think of Starbucks as a real person. "They ask, 'Why don't you call Señor Starbucks and ask how much he's going to pay for our coffee?'"

LIFE captures the travels of these beans through amazing photographs of the many elements along the way, including:

- large grates that sift out unwanted articles in the crop (surprisingly catching things like jewelry and cigarettes)
- the delicate fingers of 30 women that scan every single beans for any imperfection (men hands, pickers say, are not agile enough for this work)
- tasters that examine each crop for taints in the brew (such as a tinge of mold, footprint of an insect, or even car exhaust)
- storage in giant warehouses with thousands of other bags of coffee

Finally, the beans end up in a warehouse in Pennsylvania, where they are distributed to Starbucks across the East Coast. This includes a Starbucks in Hoboken, New Jersey, where Beverly Berroa, a 24-year old barista, serves up everything from Grande drips to quadruple-shot lattes, for just a few of 49 percent of Americans drinking coffee today.

Other stories appearing in this week's issue, to be distributed to more than 26 million readers in over 70 leading newspapers:

- The Great Weekend Hear what Emmy Rossum, Best-Actress Golden Globe nominee for *The Phantom of the Opera*, has to say in 30 seconds. About her nomination: "I was in my hotel room and got so nervous [that] I started making the bed. When I heard my friends cheering, I knew it had to be good."
- Take a special Golden Globes quiz that is sure to stump even the biggest entertainment guru. With questions like "On average, how many cases of champagne are consumed during the (Golden Globes) ceremony?" everyone is sure to get at least one surprise answer!

- Sunday Dinner Unlikely chef, Pat Solley of the FBI gives her recipe for baked potato soup to keep readers warm in the cold January days.

LIFE is the nation's weekend magazine, drawing on its rich heritage and infused with a thoroughly modern sensibility. LIFE features the country's finest photographers and writers telling the most compelling stories of our times. With great pictures, great stories and great ideas for the weekend, LIFE helps readers get the most out of the two best days of the week. LIFE arrives Friday in more than 70 newspapers nationwide with a total circulation of 12 million, reaching 26 million readers nationwide. The LIFE website can be accessed at www.life.com.

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