

Issue 1

June 2009

Coffee Bean

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*Starbucks
goes Instant!*



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Editors Desk

Hi and welcome to the first issue, yes, issue 1 of Coffee Bean Magazine.

The magazine has been put together by the Coffee Bean Editorial Team and is mainly about coffee.

The first story we have is all about Dunkin' Donuts, and tells you about the American company offering a free taxi ride in Turbo Hot Coffee Drive; available in Boston and New York. As coffee is very important along with looking after your personal computer, I introduce you to Bry Cee, our computer buff who has found you some free Antivirus programmes.

A Scalding Incident in East Sussex

Watch out coffee shop owners as the flood gates could open.

Space Crash

A story to move away from coffee, if only for a short while. The collision of an operational commercial satellite.

Starbucks goes Instant

This next story is a coffee bean shocker. Starbucks goes instant; it speaks for itself!

The Taxi Mug Shop

From Bry Cee again - taxidriver's mugs found on the internet. Read on and find out how to get yours!

Too Much Coffee

Too much coffee never hurt anyone. An article about famous coffees of the world.

Well, that's it for the first crammed issue of Coffee Bean. You can view each issue online by going to www.coffee-magazine.co.uk and clicking the back issues link.

The team looks forward to the next issue and we are looking for any coffee shops who would like to supply us with tokens or free coffee for our readers. So if you are an owner, operator or barista, please contact us at coffee@coffee-magazine.co.uk

We look forward to hearing from you.

Good coffee drinking - see you next month in issue 2!

Brian Cee

Starbucks Goes all Instant

Starbucks Goes all Instant

Starbucks has confirmed the launch of a new product in the American press. It is moving into soluble coffee. This will be sold for the first time in Starbucks London stores from March 25th.

Starbucks UK managing director, and Starbucks manager of green coffee quality, said that the product uses a new manufacturing method, and is intended to replicate the taste of the brewed (or filter) coffee sold in Starbucks cafés.

"The process of making this new instant coffee involves the manufacturers taking Starbucks brewed (filter) coffee, concentrating and then drying it," says Anthony Carroll. "The patent-pending part is the 'microground' coffee essentially. After the drying of the brewed coffee, we add more of the same coffee, which has been 'microground'. This powder is finer than an espresso grind."

"Unlike most soluble coffee, some sediment remains in the cup, as you would expect with a filter coffee."

A leaked Starbucks said that the two types of instant coffee will absolutely replicate the taste of Starbucks coffee, and is to match the typical high-roast Starbucks taste of its Italian Roast, given the additional tag 'extra bold' and its Colombian medium filter coffees.

Hmm...not sure about instant coffee - I think it takes away the real coffee taste.

Bry Cee



COLLISION AVOIDANCE PRACTICES QUESTIONED FOLLOWING SPACE CRASH INCIDENT

On Feb 10th 2009, the collision of an operational commercial satellite from Strasbourg, France took place with the shuttle colliding into a spent Russian spacecraft. It has resulted in a decade-long pollution of a widely used orbit and has been raising questions about whether the company whose satellite was destroyed in this crash had done all in its power to avoid the event, according to government and industry officials.

It has also caused scrutiny around the way the U.S.

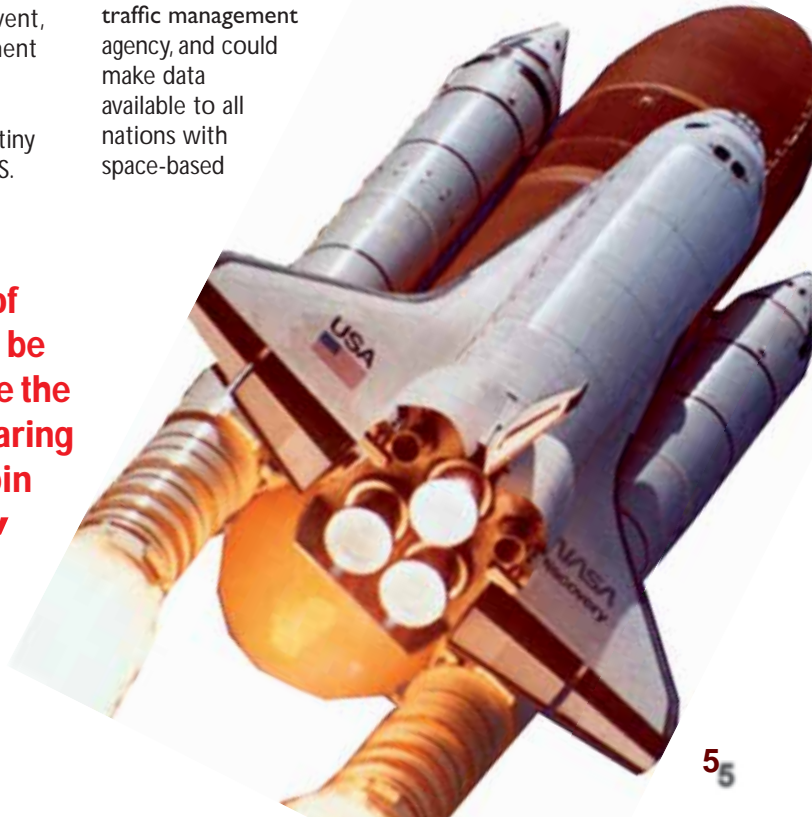
Air Force disseminates information it collects on likely orbital collisions.

Officials said the collision, which produced two large clouds of debris that are rapidly spreading above and below the 790-kilometer-high point of impact, could be enough to force the world's spacefaring nations to join forces to create a space traffic management agency, and could make data available to all nations with space-based

assets.

Other Officials were less optimistic. The dramatic in-orbit collision of the operational Iridium 33 satellite, with the retired Russian Cosmos 2251, is the third event in two years drawing attention to the orbital debris issue in low Earth orbit.

“ high point of impact, could be enough to force the world's spacefaring nations to join forces ”



The Taxi Mug Shop

Whilst searching the internet for something coffee related, I came across probably the best coffee mug for taxidriv ers all over the world. Check it out on zazzle.co.uk. Search for taximugs and there is an unbelievably amazing selection.

The mugs are embossed with captions such as warning taxidriver and taxidriver on duty. Although they are quite pricey, it is definitely worth a look.

Free

Antivirus

Browsing the internet one afternoon, I came across some great free antivirus downloads, which I have listed below.

The first one is AVG Free Edition - a great bit of free antivirus software and not intrusive, it's well worth a download. Find it at <http://free.avg.com>

The second one I tested was Comodo. This is a bit more intrusive but is well put together. It installs really easily and does the job. Find this one at <http://antivirus.comodo.com>

Third, and final, was Antivir. This is a very small antivirus which updates daily and spots any threats, although it is a bit fussy and became annoying after a while. Find it at <http://www.free-av.com>

Look out for more free firewalls in next month's issue.

American company Dunkin' Donuts offer free taxi ride in Turbo Hot Coffee Drive

Dunkin' Brands, parent company of Dunkin' Donuts, has launched its latest PR drive - A Turbo Hot drink; coffee with a shot of real espresso! With a two-day promotion in two of the busiest commuter markets in the USA; Boston and New York.

The company is hoping to reach young, busy professionals and compete with the many other coffee rivals, such as Starbucks - which recently held its PR Drive, the free coffee promotion dubbed the National Coffee Break - and McDonald's, which recently unveiled a high-end coffee drink. Mmm, makes you thirsty just thinking about it!

The idea behind the PR drive is because the drink is a pick-me up. The PR team decided to offer free rides around the two cities in pink cab. Manager of global communications for Dunkin' Brands wanted to convey a message of speed because commuters are often grabbing their cups of coffee as they rush from one place to another.

Coffee Bean Research



THE SCALDING ISSUE - HOW CAN CAFÉ OWNERS TAKE PRECAUTIONS?

The safety responsibilities of café owners are in the limelight again, following a recent scalding incident.

This time, in Sussex, a 13-month-old baby was scalded when a pot of what was reportedly boiling water fell from a counter into his pushchair. The baby is believed to be scarred for life.

The Parents are suing a coffee shop after their son suffered severe burns when a jug of boiling water was spilled over him.

Dean and Marie Betts claim 13-month-old Lewis will need treatment for the rest of his life

for third-degree burns on a fifth of his body.

He has had plastic surgery for the injuries, which have left him permanently disfigured. The couple claim boiling water fell on the youngster while he was asleep in his pushchair as they waited to pay.

Mr Betts, 38, from Bexhill, Sussex said "It was the worst experience I have ever had to deal with. To hear him crying out in pain and see him reaching out to me but knowing there was nothing I could do, it was utterly heartbreaking. We are spending every minute of the day and

night by his side.

He claimed staff at Jempson's coffee shop in Rye, East

Sussex didn't do enough to help. Health and safety officials are investigating the incident, which happened earlier this month.

Cafe boss Stephen Jempson said "I can't comment while investigations are ongoing but I can confirm a first-aider was on site at the time of the incident.

Too Much Coffee

Kenya Kariu: Costa Rican Kopi Luwak

There is many a good cup of real coffee available all over the UK. On our travels we will bring you a short review of the coffee served, and the service itself, in a few of the small coffee houses and chains throughout the UK for you, the public, to read about.

So your expensive Kopi Luwak has arrived then. Don't think I could afford that.

Bry Cee

Joke of the month

I met someone in an elevator, who was drinking coffee and complaining about how coffee made him nervous. I said "Why don't you quit drinking coffee?" He said, "Because if I didn't have the shakes, I wouldn't get any exercise at all!"

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MEDIUM



M MORRISONS

FAIRTRADE
MEDIUM
GROUND
COFFEE



SUITABLE FOR
ALL COFFEE
MAKERS



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