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LIQUID CULTURE

Brave New World

Your Passport to Coffee Nirvana



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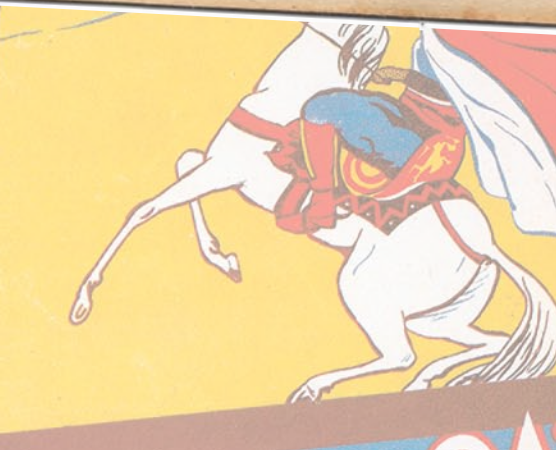


The best, brightest and flat-out most interesting coffee happenings across the globe

IT SEEMS ONLY FITTING that a stimulating beverage like coffee should always be on the move. From its beginnings in Ethiopia, the coffee bean has ridden by camelback to the Middle East, crossed the Mediterranean in Viennese sailing ships and been smuggled into the New World by a French soldier. It inspired a cantata from Bach and helped fuel the French Revolution. And its domain has only expanded over the years. Today, coffee is grown on five continents and enjoyed on seven. (Did you know McMurdo Station in Antarctica has its own coffeehouse?) More remarkably, it continues to inspire new ideas and new ways to grow, distribute and enjoy it. We've scoured the globe for some of the most fascinating aspects of coffee culture, from ancient traditions to cutting-edge innovations.

Sit down, pour yourself a cup and take a tour of the world of coffee with us.

Story by HANNAH C. FELDMAN AND TRACY HOWARD





Alliepon/Courtesy of Little Red Bike Café

Portland, Oregon

IT WAS ONLY A MATTER OF TIME before a city renowned for its love of both bicycling and coffee figured out a way to combine the two into one trend. **Bikes and coffee** are coming together in myriad ways, whether it be through Pedal Bike Tours' two-hour long "coffee crawl" to three local roasters, or through Bikes to Rwanda, a charity founded by Stumptown Coffee Roasters that provides cargo bicycles to coffee farmers in Africa. Meanwhile, Courier Coffee Roasters delivers its coffee to local restaurants, offices and homes by bike, and the Little Red Bike Café (pictured above) offers a "bike-thru" window for riders who don't want to bother with locking up. "Driving encourages people to order the biggest paper cup of coffee they can, slap a lid on it—which makes it impossible to really enjoy it, because you can't smell it—and stick it in their cup-holder to drink on the drive to the office," says Joel Domreis, who founded Courier Coffee in 2006. "You can't really do that on a bike. I think the bike encourages you to stop, sit and enjoy the coffee more." pedalbiketours.com, bikestorwanda.com, couriercoffeeroasters.com, littleredbikecafe.com

Ka'u, Hawaii

KONA MAY GET ALL THE ATTENTION, but farmers on the other side of the mountain are starting to make a name for **Ka'u coffee**. "It is the ideal Hawaiian terroir," says Kenneth Davids of coffeereview.com. "The soil's deeper, the exposure's better. Ka'u is a region to watch, that's for sure." To celebrate their growing fame, the Ka'u farmers and surrounding community are staging the first Ka'u Coffee Festival April 24–26, complete with traditional food and dance, coffee cuppings and tours of coffee farms. kaucoffeefest.com

Athens, Greece

GRANDMOTHERS ACROSS GREECE will tell you to turn your coffee cup upside-down when you've emptied it. After the residue has dried around the edges of the cup, your Yaya will examine the patterns to **tell your fortune**. Entire books have been written on how to read coffee grounds; unfortunately, most of them are in Greek, but *Your Future in a Coffee Cup* (Connections Book Publishing, 2007) is written by Sahar Huneidi, who was born in Cairo (where the custom is also practiced) but now lives in England. It even comes with its own cup and saucer to get you started. amazon.com

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Post Card

I was in Lithuania, and I was trying to order a sandwich. The waitress brought me an espresso instead. I was 20 years old and I'd never had a cup of coffee, despite being in the architecture department at UC Berkeley. It was bitter to the point of tasting horrible, even after I'd loaded it with sugar, but I drank it anyway. I figured the accidental delivery of the coffee meant something. Sure enough, it made me happy—very happy.

Shannon Wheeler, artist, Too Much Coffee Man

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