

Narrator: Aged coffee beans, rare, aged coffee beans. They're the reason Yuban costs more, a little more than other coffees. It all started at a coffee roaster back in 1905. Coffee merchant, John Arbuckle, was preparing a special gift coffee for his friends. Before roasting, he added aged coffee beans, they cost more, but their extra richness was worth it. You see, most beans are roasted green, good, but not as rich, so he added aged coffee beans and created the world's richest coffee, Yuban. Now you know why Yuban has to cost more, aged beans cost more, but they make Yuban deep, dark, extravagantly delicious. Worth a little more? Well, as John Arbuckle would say, you get what you pay for. ♪ Deep, dark, delicious Yuban ♪