

(beans rattle)

Male Narrator: Coffee beans that cost more. They're the reason Yuban costs more. A little more than other coffees. It all started back in 1905. Coffee merchant, John Arbuckle, had just lighted his coffee roaster and was blending a special gift coffee for his friends. For richer flavor, he decided to add rare aged coffee beans to his most expensive blend of green coffees. He knew aged beans cost more but see the difference. Their extra richness was worth it. So he added aged coffee beans and created a coffee that has to cost more. World's Richest Coffee, Yuban. Deep, dark, extravagantly delicious Yuban. Worth the extra cost? Well, as John Arbuckle would say.

John: You get what you pay for. ♪ Deep, dark, delicious Yuban ♪