

Narrator: Milestones in coffee. Egypt, the year 852, shepherd first tastes a coffee bean. He likes it. London 1652. Coffee becomes well-known. San Francisco 1903. Coffee is kept fresh with the vacuum. New York, 1939. Instant coffee becomes popular. Cleveland, 1966. Freeze dried coffee arrives. And now 1976, another milestone. The Perfect Cup. Coffee that removes bitter taste while reducing the caffeine. As the caffeine is reduced, bitterness and roughness go up, and at 50% less caffeine than regular coffee, smoothness and richness takeover. The Perfect Cup. Coffee that's finally here, after hundreds of years.