

**dmbb08923.mov / Yuban Instant Coffee, 1950s / Duke Digital Repository**

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Narrator: The world's richest coffee is now an instant coffee. Richest, because like famous ground Yuban coffee, new instant Yuban is blended with aged coffee beans. Aged coffee beans, mellowed by time, then fresh roasted at peak flavor. ♪ Deep, dark, delicious Yuban ♪

Narrator: Unlike other coffee beans which are roasted green in color, young in flavor, Yuban's aged beans are mellowed by time, like vintage wine, the choicest cheese, the finest steak. Yes, now the world's richest coffee is an instant coffee. Richest because it's blended with rare aged coffee beans. Yuban, well worth the few extra pennies you'll pay. Pick up a jar! Discover the fresh roasted flavor and aroma of ♪ Deep, dark, delicious Yuban ♪