

(ripping sound)

Narrator: The world's richest coffee is now an instant coffee. New instant Yuban, richest because like famous ground Yuban, it's blended with aged coffee beans, aged to peak flavor, like the best flavored foods. Rare vintage wine, the choicest cheese, the finest steak. The aged beans Yuban adds to its blend are mellowed to a bronze richness before roasting. Most coffee beans are roasted still green, good but can't compare in richness. Yuban, deep in flavor, dark in color, extravagantly delicious. The premium coffee of General Foods. And now, Yuban comes king size, new king size instant Yuban. World's richest coffee.