

EL CAFÉ: EMBAJADOR DEL TRÓPICO EN EUROPA Y NORTEAMERICA

COFFEE IS A UNIVERSAL LANGUAGE

This infusion accompanies all assemblies in the world: political and economic discussions; friend's gatherings... a cup of coffee is always the privileged witness in almost every activity in today's society.

The delight in this comforting drink dates back many centuries. The Arab tribes used it as food. Nepenthe pharmakon, a drug described in Homer's Odyssey that relieves of emotional pain, grief or sorrow, might have been a coffee or opium preparation, or maybe absinth.

From remote times coffee has been enjoyed in various forms of preparation. For some drinkers it is a stimulant and relaxes the nervous system, for others because it is digestive and uplifting; for a good number because its aroma and flavor are unparalleled.

Coffee has undoubtedly invaluable properties. Doctors of very different origin, in all ages, have studied its therapeutic values and have revealed it helps preventing diseases of the stomach; it stimulates secretion of gastric juices and aids digestion. Coffee quickens the pulse and has diuretic influence. In cold climates heats the body, in the warm, favors balance of body temperature. (NB: some of these findings are waiting for statistical evidence).

Once recognized its virtues, European palates enjoyed it throughout history, and the imports from its African native land boomed. Arabs and Turkish deepened their knowledge and exploited the new markets.

But it is with its settlement in the Caribbean and South America, in the second half of the eighteenth century, that coffee becomes a significant economic activity regularly.

More favorable soils are discovered and exploited, biological varieties are created, production is optimized; and, therefore, colonial America uses it to open the doors of its trade with Europe.



COFFEE THE EXHIBIT

This collection describes coffee once settled in the tropics, particularly in French and Spanish America in the 19th and 20th centuries. First we analyze the plant and its components: the shrub, the leaves, the flowers, the fruit -berries-; and then the care: its farming and ripeness.

In the tropics, cropping is a "fiesta". Different tools and activities are described. Then comes transportation, coffee becomes a commodity. The metaphor is: the ambassador travels and hits the markets. And we arrive to the themes of industrialization and consumption: the road from the mill to the cup is not always easy and smooth.

The marketing mix, another metaphor borrowed from MBA schools, helps to understand the performance of our ambassador of the tropics in the complexity of commodities markets throughout different processes of globalization.

Types of coffee (varieties and blends differentiation and identification of marketing niches) and drinking culture are other important focus to deal with.



Millions drinking worldwide

PLAN OF THE EXHIBIT AND INNOVATION

A detailed plan of this exhibit is included in the next page.

However, it is useful to use a more schematic rationale layout.

First, it is important to bear in mind that two plan innovations are practiced:

1. A geopolitical approach is used. The ambassador represents producers, countries usually in lower stages of development, with agriculture as a key feature. The importers, buyers or consumers of gourmet goods belong to the privileged small group of wealthy countries "setting the price".
2. A Marketing Mix Model (analogous but not identical to the four Ps) is used to describe the process of insertion of a commodity in competitive markets.

The intriguing matter is that these two approaches applied to organize the thematic knowledge (namely focused on coffee: the tree, the infusion and the market) are also useful to understand the nature of philatelic material.

Thematic material related to agricultural activities: farming, fertilizing, cropping are found mostly in Latin American countries. Harvesting is a favorite image.

These include, in an important number of cases, designs, artist and process proofs (dies, plates, centers, et cetera). Obviously some printing varieties appear.

For developed countries, as consumers or specialty brewing "engineers" (as Italians!), the philatelic material most commonly found and relevant to both, thematic keys and coffee roasting and wholesaling, is "marketing" related. Red franking machines is the most evident example. Other, not as common, are petite announces, PSE, BLPs and similar postal resources.

Regrettably some philatelic material is not represented. Even coffee, being so universal, it still a part of local cultures.

THEMATIC RESEARCH

Specialized magazines and numerous leaflets were consulted; about ten university degree dissertations and more than 150 webpages have been browsed. Eight significant country atlases are part of a regular background library. Nonetheless, some books are major contributions to coffee knowledge; they are:

Digum, Gregory & Luttinger, Nina, (1999). The Coffee Book, Anatomy of an Industry. From Crop to the last Drop. New York: The New Press.

Pendergrast, Mark (1999) Uncommon grounds. New York: Basic books.

Topik, Steven (nd) The World Coffee Market in the Eighteenth and Nineteenth Centuries, from Colonial to National Regimes (digital).

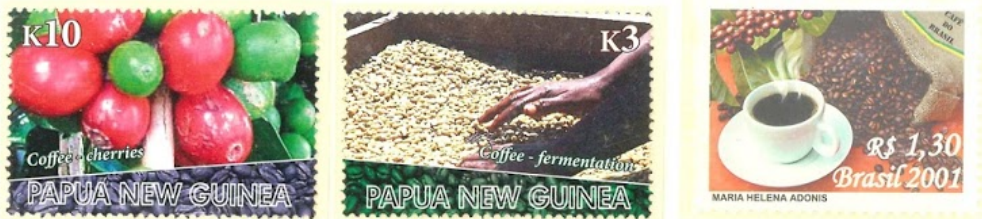
Own publications, about Thematic Planning and Thematic Material in TF (Spain) and Costa Rica Filatélica (passim) are used systematically.

PLAN OF THE EXHIBIT (INDEX)	PLAN RATIONALE	PHILATELIC RESOURCES	FRAME-PAGE
INTRODUCTION – PLAN OF THE EXHIBIT	FRAME 1		
PREFACE			
1. What is coffee	Glamour of a stimulant drink.	Guadeloupe letter 1827.	1 / 3-4
2. History of coffee	Expansion through the tropics. Maps	Guatemala airmail maps. Britain's coffee houses	1 / 5-12
IN THE TROPICS	FRAME 2	AN EXOTIC TREE: DESCRIPTION OF THE PLANT. FARMING. HARVESTING	
I. Farming, cropping			
1. Coffee tree or shrub (El cafeto)	Description of the plant.	Study of CR's PS coffee tree. Die proof. Non emis.	2 / 1-2
2. The coffee-tree in flower	Show the cycle from flowering to fruit. Describe the amazing whiteness of "cafetales".	Study of Colombia's flower. Progressive proofs.	2 / 3
3. Coffee berries	When is the coffee ready to be picked up?	El Salvador black missing. Joint "smelling" issue.	2 / 4
4. Coffee beans	Beans are a metaphor of coffee. They are the best known symbol of the industry.	Mexico aluminum plate and perfin MUESTRA.	2 / 5
5. Coffee plantation	Basic conditions and techniques to sow coffee.	Liberia study of "plantation" progressive proofs.	2 / 6-7
6. Early farming	Introduction of Arabica in the Caribbean and Brazil (1700's), and Central America (1800s). Early exports.	Costa Rica Centenary' study	2 / 8-10
8. Care and yield	The need to control and combat diseases and pests. Fertilizers and a better return.	Gabon plate proofs. Costa Rica non emis.	2 / 11-12
9. Information to improve production	Collection and dissemination of relevant information to improving farming.	India wrapper.	3 / 1
II. Harvesting	FRAME 3		
1. Picking the fruit	Basics regarding the crucial phase of picking the fruit.	India mycologist official mail.	3 / 2-5
Women work as chapoleras or cogedoras (La cogida de café: coger café, cortar café)	A hard and intensive labor. The "fiesta en el cafetal". Plenty of hands are required during harvest period. Show the attire used during <i>la cogida de café</i> .	Guadeloupe die proof.	
2. Traditional harvesting equipment	Baskets are used to keep coffee picked. Equipment needed for harvesting is personal property of pickers.	Colombia dies, specimen, Costa Rica's design, dies, specimen, proofs.	
Baskets and burlap bags	Burlap bags to store and transport the coffee beans.	ES specimen; Costa Rica non emis; CR progressive proofs.	
Oxcarts	Oxcarts serve to convey the coffee out from orchards and also over the mountains to the docks.	Coffee basket cachet.	3 / 6
FROM THE TROPICS TO THE MARKETS	FRAME 4	UNDERTAKING THE EMBASSY	
1. Drying and roasting coffee	Preparation for a long trip from the "patio" to consumers.	Van Nelle maxi card. Ivory Coast final proof.	4 / 1
2. From the coffee mill yard to the docks	A challenge to transport to the docks. No roads, no ports, no ships.	FM Le Lacheur sailing ship. Port Limon imperf between.	4 / 2-6
3. From crop to commodity	A complex operation: managing exports and customs.	Prephilatelic customs marks.	
Modernization of infrastructure	New routes, new infrastructure to build.	Mulready PSE.	4 / 7-8
Consolidation of a basic marketing model	European colonies lead the production of coffee. Slavery provides for critical resources.	Chase and Sanborn's C&S perfin.	
THE AMBASSADOR HITS THE MARKET	FRAME 5	COFFEE TURNS OUT THE TRUE AMBASSADOR	
1. The marketing mix. Price and place	4P's product, price, place, and position.	Sweden booklet; Postage paid (2 diff.).	5 / 1-4
Trade organization. Direct sales	Price setting and Price control.	Pre-addressed cards	
2. Promotion. Samples	Samples: let the consumer's try the taste.	Coffee sample covers Hayn & Roman HR&Co. perfin.	5 / 5-6
Fairs, shows and congresses	A wide variety of promotional activities.	Cover of magazine.	5 / 7
Gifts, vouchers and coupons	Vouchers and coupons swapped for product.	Business reply mail; postage due covers.	5 / 8-10
Direct mail marketing		Same. Small packet receipt (AR).	
3. Position (positioning): strive for market share (FR. 6)	National governments involvement and support.	Study of official adv. marks	5 / 11-12
4. Product			6 / 1-4
Instant coffee		Perfin Q	6 / 5
Decaffeinated coffee	Differentiation, different choice, different products.	Japan's mihon specimen and used Moccona cards.	6 / 6
Essence of coffee	Market choice amid blends and unblended coffee.	New Zealand printed on back (a study).	6 / 7
Coffee substitutes	An infusion similar to coffee when coffee is not available.	Perfins: Kathraitner's FKN; Adolf Tschepper's AT; JHP (Cocoa varieties. Velimska perfin)	6 / 8-10
5. Place. Identification and loyalty	Creating and maintaining brand prestige and loyalty.	Postal use of booklet stamps with adv. in the tabs.	6 / 11-12
Branding	Position of the brand.	France adv. cover Business Reply Mail.	7 / 1-3
Packing	Ethics of the use of exogenous values as metaphors	French carnet. Japan's mihon.	7 / 4-6
GOOD TO THE LAST DROP	FRAME 7	THE EMBASSY IS ACCOMPLISHED	
1. Roast and ground. Grinders	Coffee flavor and smell dominates the scene.	Heinrich Frank's perfin and franking marks. Grinder perf.	7 / 7
2. Brewing. Preparing the infusion. Water	Coffee must be brewed using hot water. Recipes.	Fieldpost cards. V-mail.	7 / 8-10
Percolators	Evolution of brewing techniques and machines.		7 / 11-12
Filters	Techniques and machines; filtering methods.	Publibel specimen. Parcel post AR card.	
3. Coffee's culture and paraphernalia			
Coffee service: tableware	Design of tableware is a complementary art.	Machin prestige booklet.	8 / 1
Till the last drop. Cups.	Cups and mugs: a personal relationship.	Hong Kong's business reply mail. V-mail.	8 / 2-3
Coffeepots	Art, design and meaning of coffeepots.	Kaiser's franking machines study. Kaiser's Cinderella.	8 / 4
4. A remarkable match: milk and cream	Coffee is usually mixed (with sugar, cream...) to drink.	Two nice FM.	8 / 5-6
5. The social life of coffee.	Public establishments: coffeehouse or café.	BLP. Petite ads. V-mail. Large PSE.	8 / 7-8
Where and how to drink coffee			
EPILOGUE: IS THERE A FUTURE FOR COFFEE?	FRAME 8	MARKET (SOCIETY) TRENDS	
1. Is there a future for coffee? Trends	The new social life of coffee, multiple and diverse.	BLP. Nespresso card.	8 / 9-10
Designation of origin	Brands and countries cope with the markets. Organic coffee.	Small study of Colombia varieties. CR Postmark.	8 / 11
2. Exports augment – values is higher	Exports increase steadily.	Study of 8 issues Mexico Exporta.	8 / 12

PREFACE

1. What is coffee?
Basic introduction.

Coffee is a brewed beverage prepared from the roasted seeds of several species of an evergreen shrub of the genus *Coffea*.



Once ripe, coffee berries are picked, processed, and dried to yield the seeds inside. The seeds are then roasted to varying degrees, depending on the desired flavor, before being ground and brewed to create coffee.

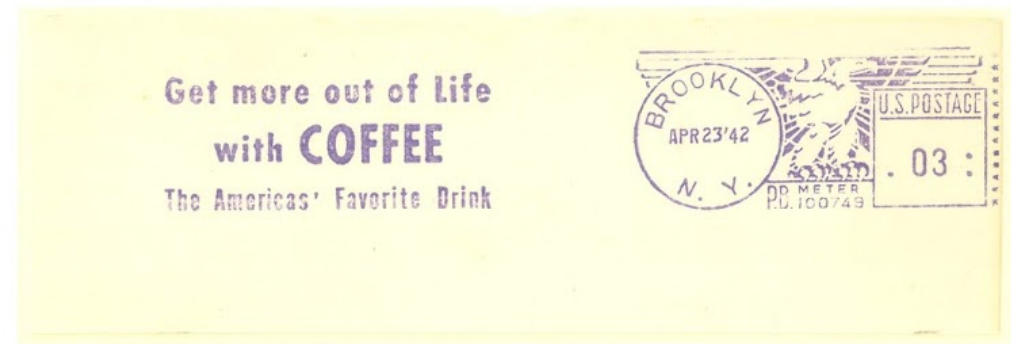
Cheer up = animo: easy effects of caffeine.



Coffee is slightly acidic and can have a stimulating effect on humans because of caffeine. It is one of the most consumed drinks in the world. Many studies have examined its effects on health, and whether the overall effects of coffee consumption are positive or negative has been widely disputed. Most of recent research suggests that moderate coffee consumption is benign or mildly beneficial in healthy adults. However, coffee can worsen the symptoms of some conditions, such as anxiety, largely due to the caffeine and diterpenes it contains.



Glamour of an exotic drink. Coffee and health; coffee and human behavior.



A new study published in the *New England Journal of Medicine* (January, 2013) suggests that drinking coffee may add years to your lifespan, but it's not because of the caffeine.

It could be caused by polyphenols (powerful antioxidants). Coffee can influence tissue repair, immunity, and the body's ability to maintain itself in a steady state, called homeostasis.

Drink lots of coffee



FOR 22 CENTS, YOU CAN ADD ONE OF THESE GREETINGS TO A LETTER TO ANYONE IN THE UNITED STATES, CANADA OR MEXICO.

Get Well!
Thank You!
Best Wishes!
Keep in Touch!
Love You, Dad!
Happy Birthday!
Congratulations!
Love You, Mother!

10 TWENTY-TWO CENT U.S. POSTAGE STAMPS **22**

Congratulations: 22



Does coffee sober up a drunk? "No". Our bodies need hours to metabolize alcohol. The time required depends on the quantity of alcohol dehydrogenase, an enzyme that is present. We cannot make this enzyme more abundant or more effective by drinking coffee. However, coffee contains caffeine, which acts as a stimulant while alcohol is a central nervous system depressant.



Actually, a good companion, at lunch, at coffee break

PREFACE

1. What is coffee?

Coffee beans have up to 800 flavour characteristics that our senses can detect. Red wine, by comparison, only has 400. Most coffee connoisseurs prefer mild roasts because the longer a coffee bean is roasted the more characteristics that are burned off.

Glamour of an exotic drink. Smell and taste.

Coffee naturally contains a variety of compounds including caffeine, antioxidants and diterpenes. These contribute not only to the unique flavour but also to the well-researched effects of coffee on health.



MC



Tasting coffee is an art form. To detect the most amount of flavour from the coffee bean, it must be tasted properly. As in wine tasting, coffee tasting has special terms, used to describe the taste of coffee and to find the perfect balance.

It can be prepared and presented in a variety of ways. Smell and taste of coffee foam and frothy cappuccino



Two printings of Belgium's Clé d'Or - koffie- Publibel



*Leuke plaatjes, goede
maatjes
Brouwerijstraat
Elsene Brussel.*



PREFACE

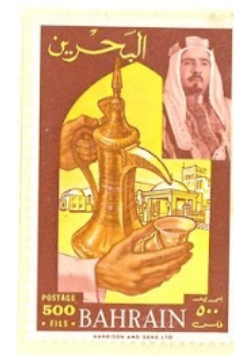
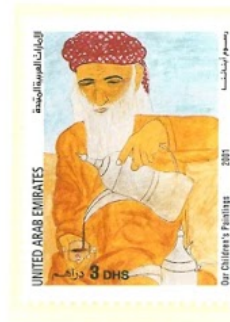
2. The history of coffee. A brief summary
Discovery in Ethiopia and dispersion in the Arab countries and the Middle East.

The legend is that a 9th century Ethiopian goat-herder Kaldi observed its goats acting wildly after eating the cherries of a bush. Kaldi acquired the habit of eating the berries as well and found pleasure in the excitement produced. Monks from a local monastery learnt how to obtain a drink from the berries. And the news spread rapidly. This story is first known to appear in writing in 1671.

Coffee in original places: Ethiopia first, then its travel to Yemen (Mocca) and the rest of the Middle East.

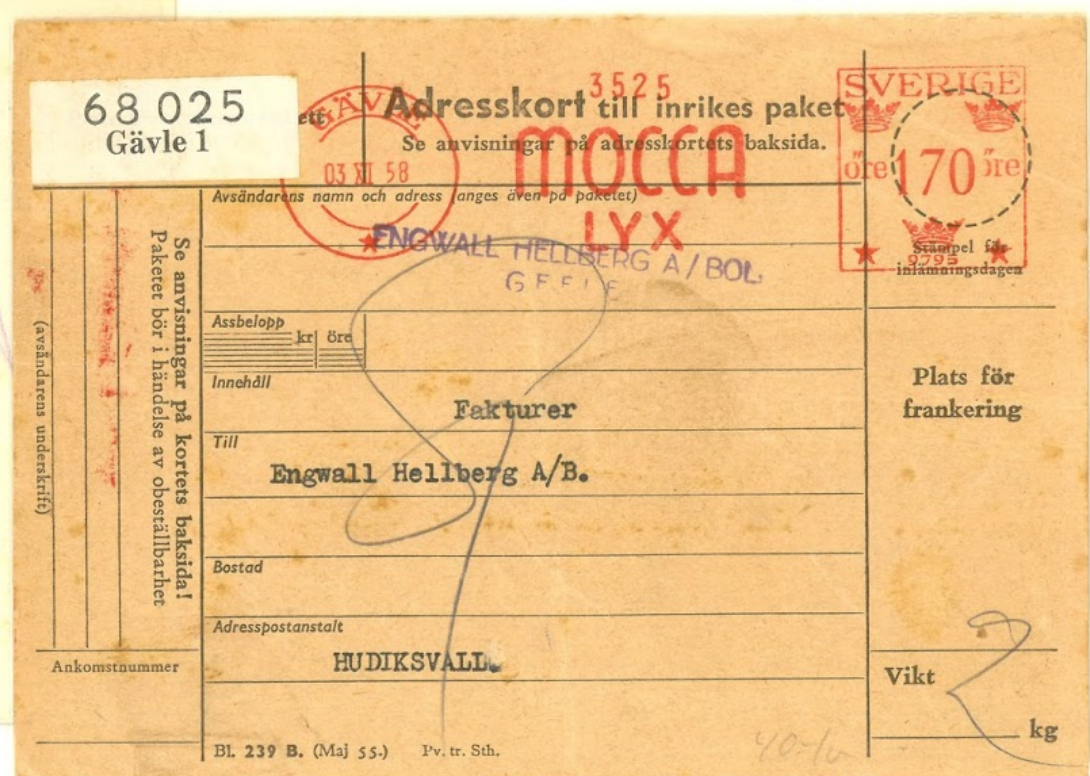
However, the history of coffee goes as far back as the thirteenth century with a number of myths surrounding its first use. The earliest credible evidence of either coffee drinking or knowledge of the coffee tree appears in the middle of the fifteenth century, in the Sufi monasteries of Yemen.

Coffee was mainly consumed in the Islamic world when it first originated and was very directly related to religion. It was introduced in the Middle East with mixed reactions, sometimes favourable, sometimes rejected for religious reasons. In the XVI century, European travellers knew about it, and its use in medical treatments. Turkey became an important market and most of the coffee came from Yemen.



Mocca on the Red Sea in Yemen, develop into the most important port in coffee commerce. And the name became a synonym of small, concentrated cups of the drink.

Meter franking parcel routing card



1935 Italian postage free military PSE

PREFACE

2. The history of coffee. A brief summary.

Discovery in Ethiopia. Yemen -the Red Sea- is the first distribution spot.

In Ethiopia, during seven or more centuries, coffee was used by nomadic tribes combined with animal fat and other species as a sort of energy bar. Other groups in Northeast Africa consumed it as a porridge or wine obtained from the fermentation of the fruit (Digum and Luttinger).

Coffee in original locations: Ethiopia and Yemen.



Postal customs declaration

ادارة بريد الجمهورية العربية اليمنية
ADMINISTRATION DES POSTES
DE LA REPUBLIQUE ARABE DE YEMEN

DECLARATION

1. Nom et adresse de l'expéditeur
SAYANNA LAXMAN
NIMER NOXISADGUJETY
PO BOX NO 87281-DHAMAR
Y. A. R.

2. Eventuellement le destinataire
Faire une croix

3. Nom et adresse du destinataire
TO: SAYANNA LAXMAN
POST-BANDAWINGUJETY
TA. METPALLY
DIST. KARIMNAGAR
INDIA

4. Signature
(A.P.)

5. Lieu et date

6. Pays d'origine des marchandises

7. Observations

8. Mلاحظات

9. بلد مصدر البضائع

10. رقم التعريف
No. tarifaire

11. الوزن الصافي
Poids net

12. عدد المواد
Nombre d'envois

13. بيانات تفصيلية عن المحتويات
Designation détaillée du contenu d'envois

14. القيمة
Valeur

2 JAKET
2 SKV TO
2 KAT PICE

217/18

22-50



Ethiopian coffee ceremony

The ceremony starts with woman, washing the coffee beans and roasting them in a coffee roasting pan on small open fire/coal furnace. The pan is similar to an old fashioned popcorn roasting pan and it has a very long handle to keep the hand away from the heat. The woman will be shaking the roasting pan back and forth so the beans won't burn (this sounds like shaking coins in a tin can).

The coffee beans start to pop (sounds like popcorn), she takes the roasted coffee and walks it around the room so the smell of freshly roasted coffee fills the air.



The roasted coffee is placed in a small household tool called Mukecha, a heavy wooden bowl where the coffee beans are crushed with another tool, a wooden/ metal stick used to crush the beans in a rhythmic up and down manner.

The crushed fresh roasted coffee powder then is put in a traditional pot made out of clay with water and boiled in the small open fire/coal furnace. Again the boiling coffee aroma fills the room, once boiled the coffee is served in small chinese-like cups calledcini.

PREFACE

2. The history of coffee.
Expansion of esteem and consumption. Turkey and Northern Africa.

The original native population of coffee probably was from Ethiopia, Sudan or Kenya, and it was cultivated by Arabs from the 14th century. By the 16th century, it had reached the rest of the Middle East, Persia, Turkey and Northern Africa.

Expansion throughout the tropics. The Indian Sea, Africa and the Indian continent.

In the 16th century, Arabs cultivated it also in Ceylon and parts of India.



Under Sultan Murad IV, of the Ottoman Empire, the consumption of coffee was a capital offense. The sultan was so intent on eradicating coffee that he would disguise himself as a commoner and stalk the streets of Istanbul with a hundred-pound broadsword. Unfortunate coffee drinkers were decapitated as they sipped.



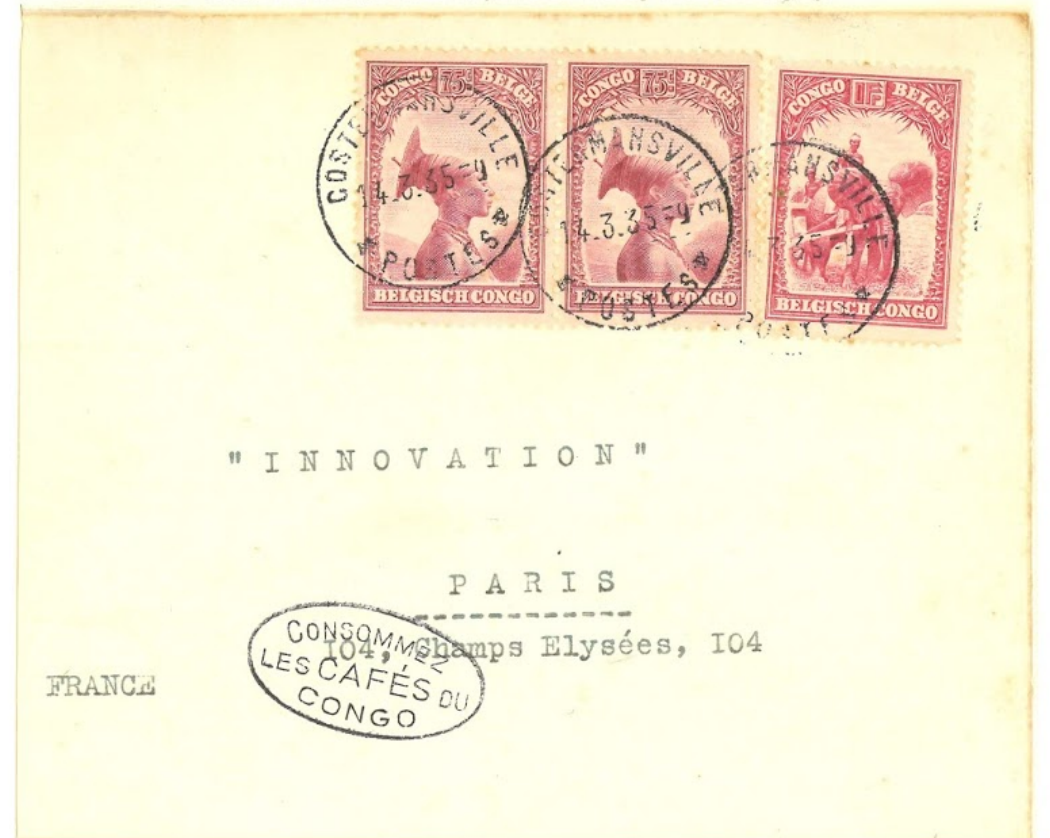
Sultan Murad beheaded himself



Expansion followed long routes covering most of the tropical belt: North and Equatorial Africa, the Indic Ocean and finally the Pacific islands.



At the same time, in Africa, coffee expanded slowly but thoroughly.



PREFACE

2. The history of coffee.
Spreading out all the way through the tropics.

Expansion meant a redrawing of the map of Africa.
Advantageous zones included Madagascar, Reunion
and other islands south of latitude 15° N.



Imperforate



The zone between the
Tropic of Capricorn and
the Tropic of Cancer.

Growth of the area conquered by coffee covers the entire tropical belt including the Caribbean and Central America, Brazil, Colombia, Equatorial Africa, the Indic Ocean and the Pacific islands.



Cover officially authorized, in 1933, by the Guatemala Postmaster for the exclusive use of PanAm in air mail carried in their early flights.

By the end of the 16th century, in Africa, coffee expanded slowly but systemically. Particularly in the Gulf of Guinea.



And, around the world: between two hundred and two hundred fifty years ago, landing of coffee in Cuba and Brazil, and then Guatemala, Colombia and the rest of Central America.

Guatemala and Ethiopia at
about the same latitude.

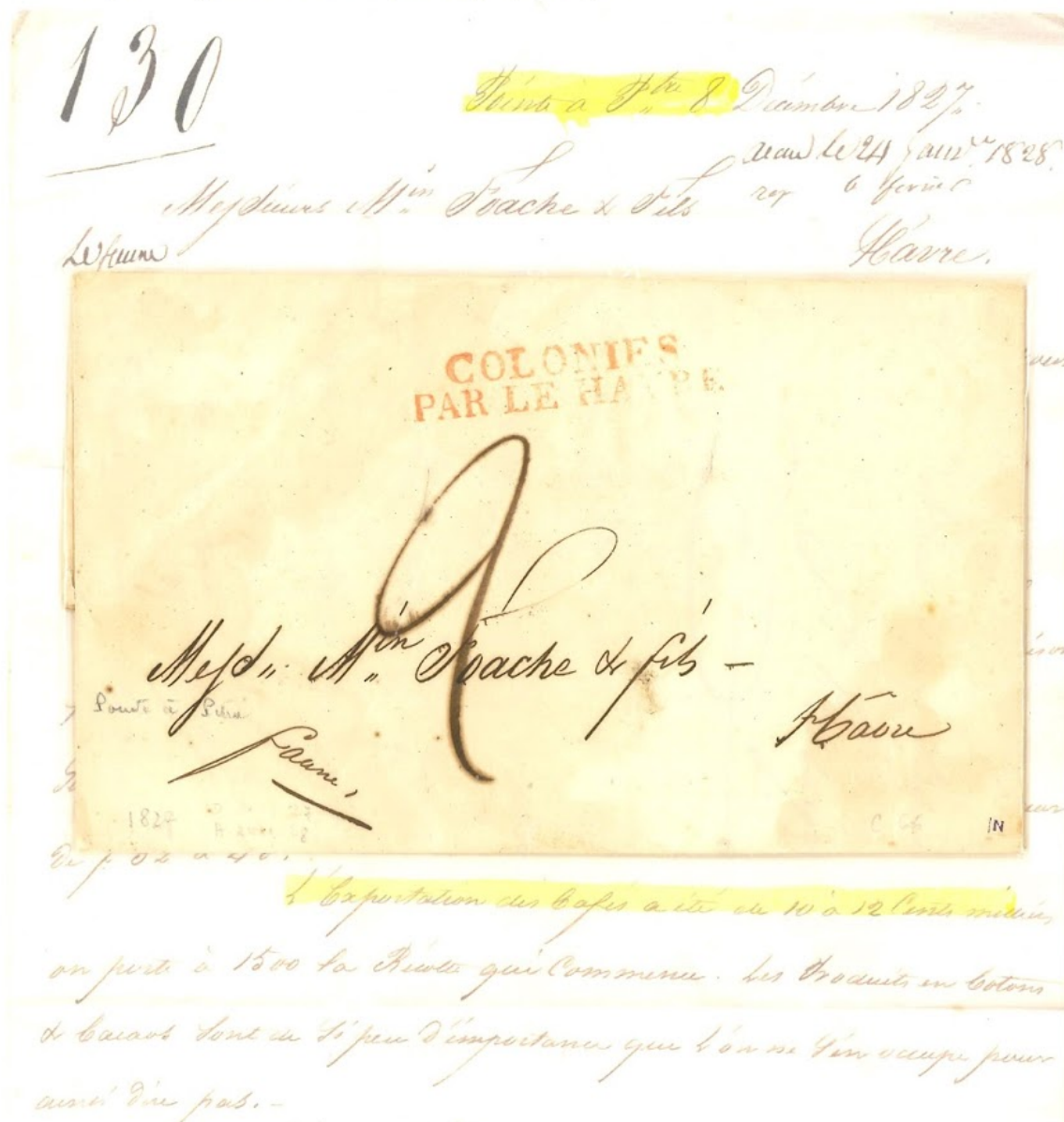


PREFACE

2. The history of coffee.
Spreading out all the way through the tropics.

Coffee is introduced in Brazil and Cuba early in the XVIII century.

In these countries coffee is near to reach 300 years since the arrival of the first plants and about 260 years selling the crop to European countries.



Communication between ports in Europe and the colonies.
Complete folded letter from Guadeloupe (Pointe-à-Pitre) to Le Havre dated December 8, 1827.
It contains a semiofficial account of local economy, including coffee exports.

Gabriel de Clieu (1687 – Paris, 1774), governor of Guadeloupe from 1737 to 1752 and the founder of Pointe-à-Pitre. According to his account in the *Année littéraire* of 1774, he transported a coffee plant(s) from the greenhouses of the *Jardin Royal des Plantes* –which had originally received two plants from Holland in the 1710s– to Martinique and other islands in the Caribbean in 1720.

(It now appears that coffee was already growing in the Western Hemisphere: in the French colony of Saint-Domingue since 1715 and in the Dutch colony of Surinam since 1718).

Coffee was introduced in Brazil in 1727 and in Cuba in 1748 by Don Jose Gelabert who brought some seeds over from Martinique, or someone else who brought them from Santo Domingo.



PREFACE

2. The history of coffee.
Increased popularity and dissemination of consumption.

Cafe in Tunisia. Sidi Bou Said neighborhood named after a 13th century Sufi holy man (1156-1231). In the early 18th century, the monarch Hassan Ibn Ali Bey ordered a mosque to be built here, next to Sidi Bou Said tomb, a sacred area.



The stairway and entrance to Café des Nattes stand on exactly the same spot where a magnificent gate to the mosque was.

Taste for coffee advanced throughout the Mediterranean coasts and islands.

The taste for coffee became widespread in the Mediterranean and in Central Europe. Cafés everywhere.



Jerzy Franciszek Kulczycki (1640–1694) was a Polish-Lithuanian nobleman, soldier, diplomat, spy and merchant. According to a popular legend, he opened the first café in Vienna, Austria, using coffee beans left by the retreating Ottoman Turks.



Les cafés de Montparnasse



Securité Sociale
5 RUE DE LA DURANCE

75012 PARIS



Lloyd's Coffee House opened around 1688. A popular place for sailors, merchants, and shipowners, Lloyd catered for them with reliable shipping news. The shipping industry community visited the place to discuss insurance deals. Coffee houses became places advantageously suited for meetings...as well as mail distribution centers.

PREFACE

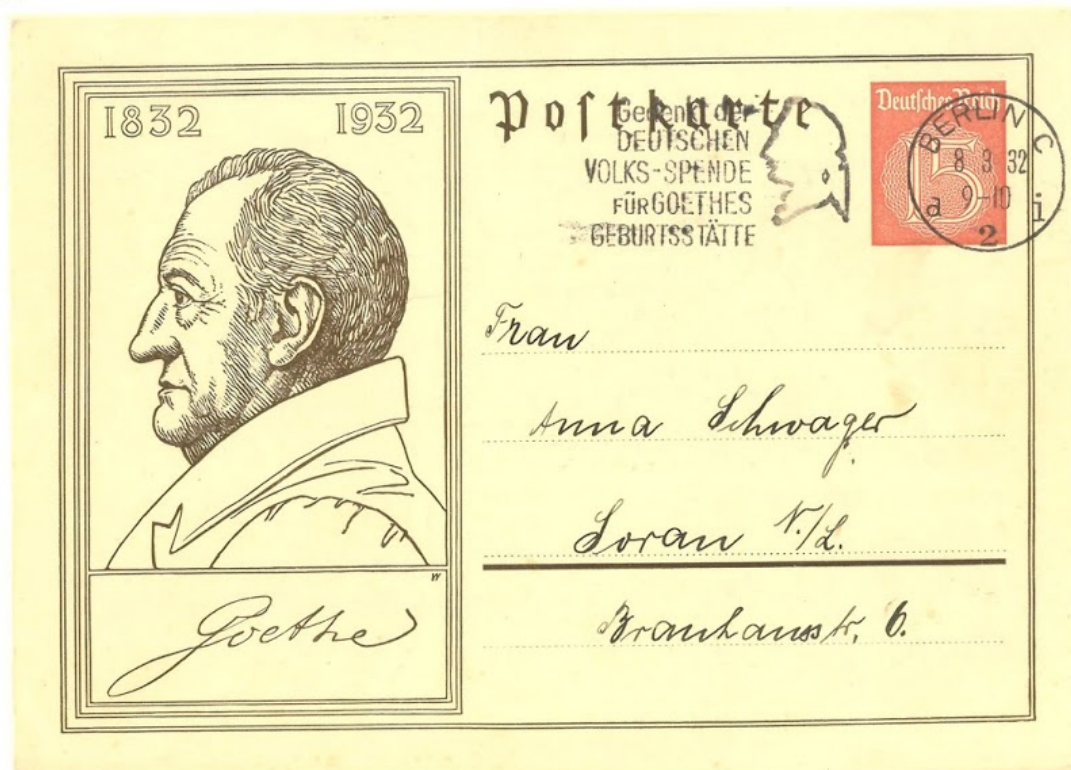
2. The history of coffee. Patrons of coffee.
Among the most famous coffee drinkers are composers including Beethoven and Bach, politicians as Jefferson and Napoleon, and writers as Voltaire.

These are a few examples of famous historical personalities who enjoyed drinking coffee and helped promote this beverage.



Mixed feelings: **Frederick the Great** (1712-1786) King of Prussia from 1740 to 1786, protected the coffee industry: in 1781 he created a royal monopoly and employed disabled soldiers to hunt in search of illegally roasted coffee. However, in 1777, Frederick issued a manifesto claiming beer's superiority over coffee.

Be still, stop chattering.
Johann Sebastian Bach composed a miniature comic opera the *Coffee Cantata*, first performed in 1735. The cantata's libretto features lines like "If I couldn't ... be allowed to drink my little cup of coffee, in my anguish I will turn into a shrivelled -up roast goat".

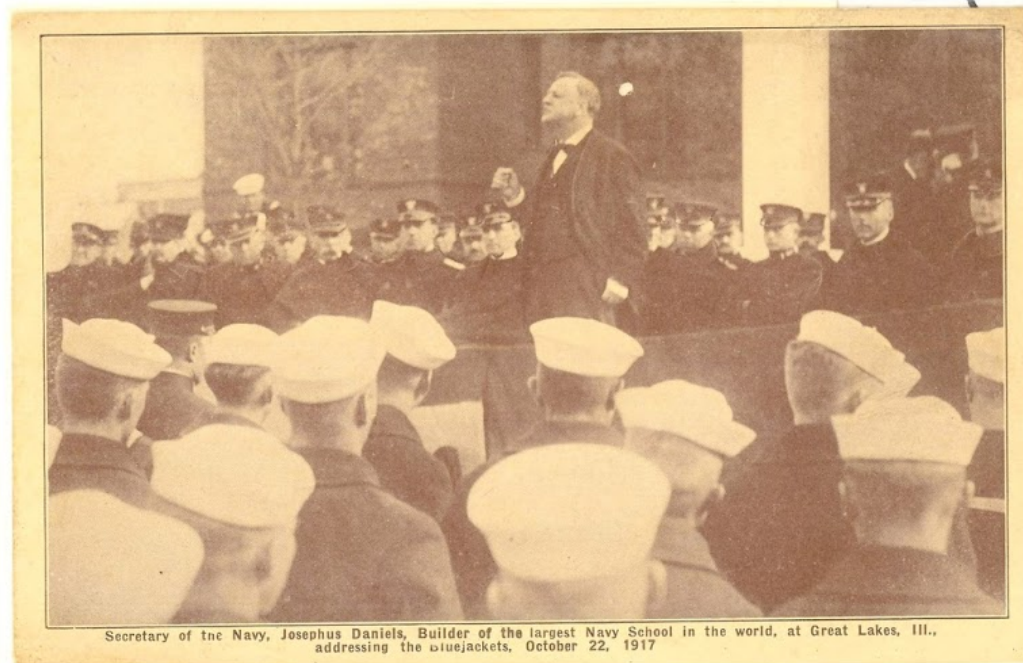
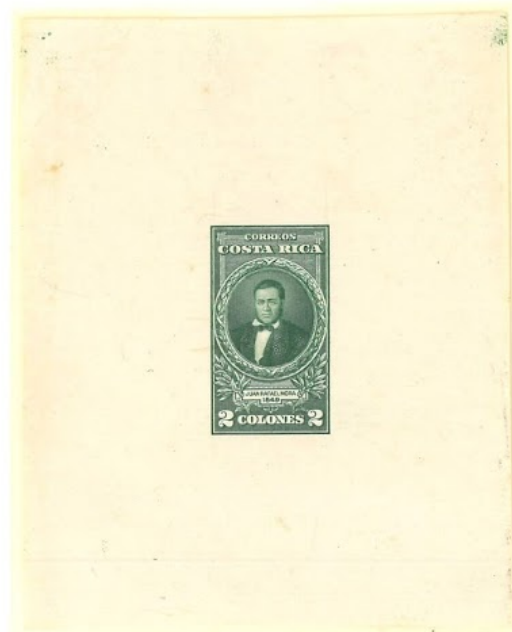


Enjoy when you can, and endure when you must. **J.W. Goethe** (1749-1832), German writer, was a personal friend of F. Ferdinand Runge who isolated caffeine from coffee beans in 1820. Goethe, who was an enthusiastic coffee drinker, had interest in decaffeinated coffee and insomnia.



Gerardo Barrios (1813-1865), President of El Salvador from 1859 to 1863, launched in 1861 liberal economic reforms, encouraging coffee production through land grants and tax cuts.

Costa Rica's leading coffee exporter was President **Juan Rafael Mora** (1849-59). He promoted exports and favorable credit to small farmers.



Secretary of the Navy, Josephus Daniels, Builder of the largest Navy School in the world, at Great Lakes, Ill., addressing the bluejackets, October 22, 1917



PORT - PORT EVERGLADES, FLORIDA

A CUP OF JOE
In June, 1914, **Josephus Daniels**, Secretary of the U.S. Navy, banned all ships from serving alcoholic drinks. This "forced" the sailors to make the switch to coffee, and nicknamed it after him, thus it became "a cup of joe" -Joe being short for Josephus-

PREFACE

2. The history of coffee.

London coffee houses and the penny post.

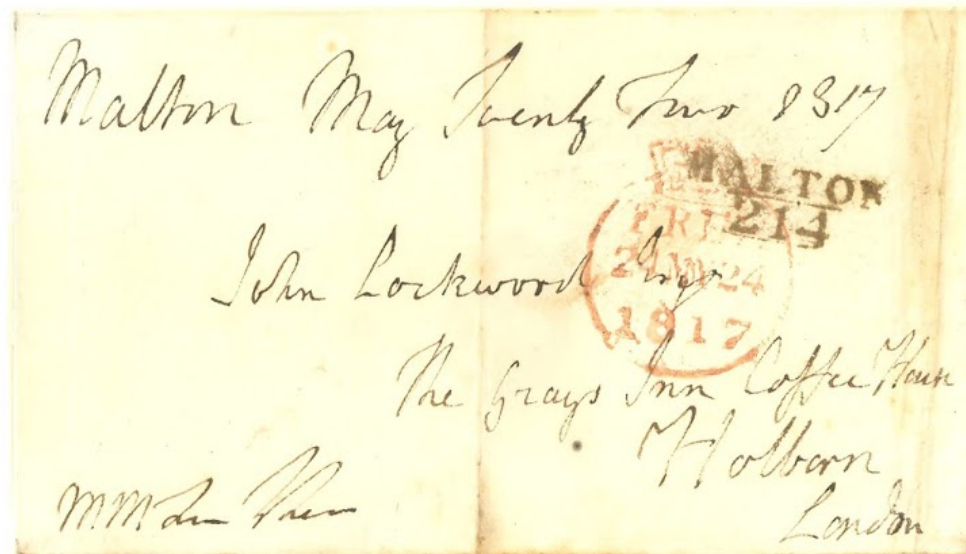
Coffee houses, where business meetings would take place and where many businessmen would establish themselves as regulars, were the place where people could expect to find them. For this reason many of the London coffee houses were an ideal place for the letters of the penny post to be sent to and collected from.

London coffee houses were in the 1700-1800 the business centers in the City, including functioning as mail distribution offices.

But there existed anarchy of rates, except for the penny post in certain epochs.



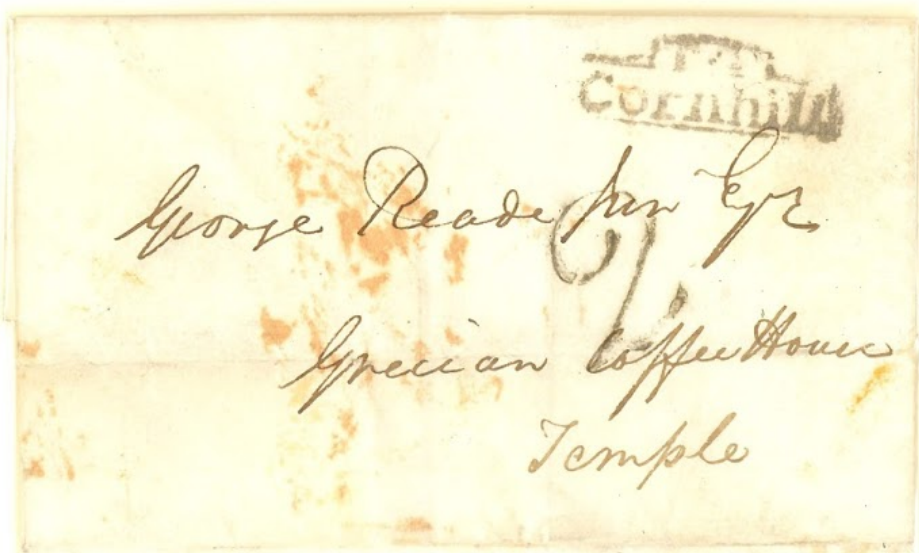
1812 From Highwath to Sussex Coffee House in London.
Consist of a business paper containing five bills of exchange.



1817 Malton Yorkshire 214 mileage postmark plus Crown Free.
Addressed to The Grays Inn Coffee House.



1842 One penny from a Liverpool coffee trader to a grocer in Oldham. It consists of a coffee invoice. On 10 January 1840, the Uniform Penny Post was established throughout the UK, facilitating the safe, speedy and cheap conveyance of letters, and from 6 May could be prepaid with the earliest postage stamps.



C. 1830 from Cornhill to Grecian Coffee House in Temple, London.
A two penny rate was paid for less than two miles.

IN THE TROPICS

- I Farming, cropping
1. Coffee tree or shrub (el cafeto)

The coffee tree is an evergreen with spear-shaped leaves, which are green and shiny on the upper side. As with all Rubiaceous plants, the leaves grow in pairs on either side of the stem and they are stipulated; that is to say, the two foliaceous organs are to be found at the base of the leaf stalk. Leaves of the Robusta trees are much larger than those of the Arabica.



Courvoisier essay (c. 1920)
Non emis – two known

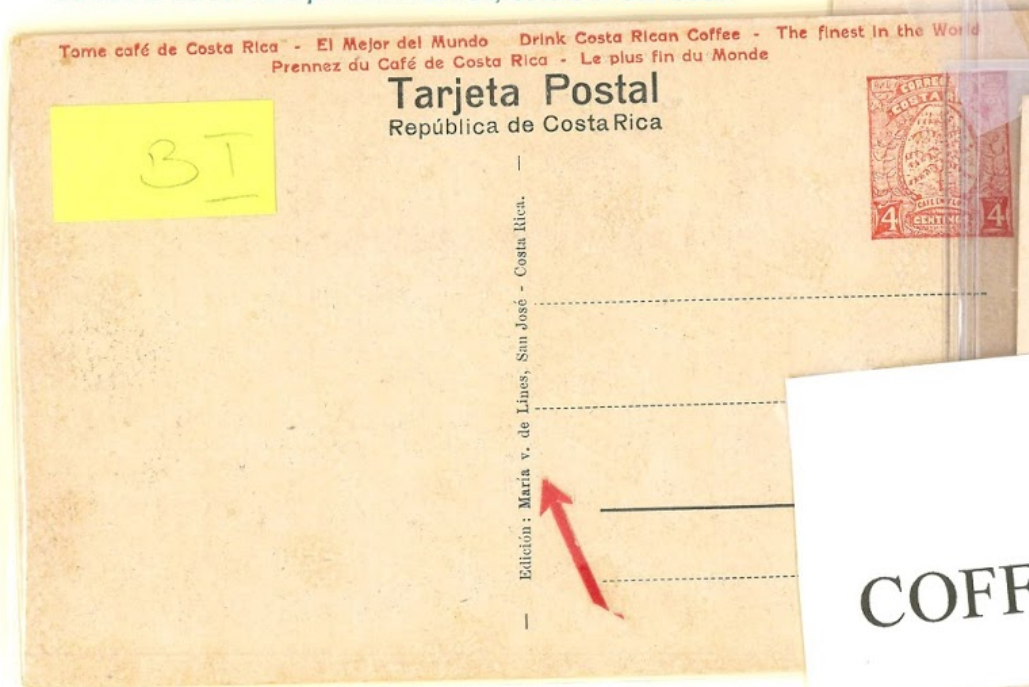


PS die proof of the indicia



XVIII century botanist classified coffee as a member of the *Rubiaceous*. Of around sixty different species in the coffee family, two alone dominate world trade: the *Coffea Arabica* or simply, Arabica, which represents 75% of production, and the *Coffea Canephora* which is commonly known by the name of the most widespread variety: Robusta.

Some PS cards were printed in Limón, others in San José.



An exotic tree: description of the plant. Different species. Short and tall species.



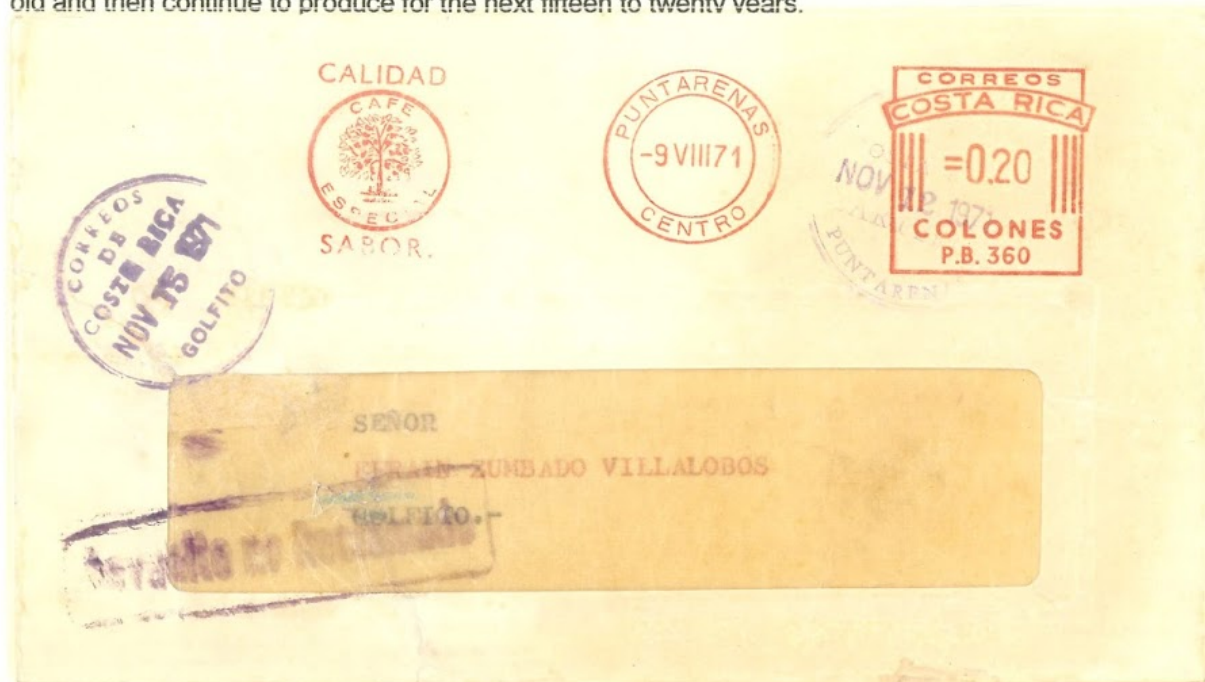
COFFEE PROTO PAGE

IN THE TROPICS

I Farming, cropping

1. Coffee tree. A botanical description

Classified as an evergreen shrub, in the family Rubiaceae, it is also called a plant or a bush. Coffee trees have glossy, dark green, ovate leaves which last three to five years, and small, fragrant white flowers that bloom simultaneously in clusters. Coffee plants begin producing a full crop when they are about five years old and then continue to produce for the next fifteen to twenty years.



This is one of two franking machines in service in the city of Puntarenas. There are reported only three covers with this mark. Local rate (1971). Window cover with bill addressed to Golfito, another port in the Pacific coast. Returned to sender after three months.



Kaffeebaum, Relief von August dem Starken gestiftet

Leipzig's Kaffelbaum. The extraordinary sculpture on the house front is the origin of the name (Zum Arabischen K.) the Arab Coffee Tree (Café). It is also a coffee museum.

Coffee has been served here since 1711.



Honduras' scarcely used official coffee stamp

IN THE TROPICS

- 1 Farming, cropping
2. The coffee tree in flower

Flowers are white with 5 or 6 petals. The pistil that emerges from the cupule is tipped with delicate stigmas. The shape and scent resemble those of jasmine, and it is for this reason that the coffee tree was called "Arabian Jasmine" in the 17th century.

The flowers form dense clusters (glomerules) or little tufts made up of 8 to 15 elements, at the base or axils of the leaves.

They produce the same number of berries.

The flowers last only a few hours, no more than 3 days and wilt as soon as fertilization has taken place. However, others quickly replace them.

As a result, it is not uncommon to find leaves, flowers and berries on the tree at the same time! One tree might produce over 30,000 flowers in a year.



The short cycle from flowering to fruit. The amazing whiteness of the "cafetales".



Colombia: progressive plate proofs
Slowly, from spring to late autumn, berries replace flowers.



The flowers last only a few hours, no more than 3 days and wilt as soon as fertilization has taken place. However, others quickly replace them.



IN THE TROPICS

1 Farming, cropping

3. Coffee berries

Coffee seeds inside the fruit of the coffee tree are what is ground and brewed to obtain the beverage. Green to begin with, the berries ripen over several months, becoming successively yellow, then red, garnet red, and finally almost black.



Colombia and Korea joint issue shows different red shades and aroma

When is the coffee ready to be picked up? Importance of the color. Differences between two species: *C. Arabica* and *C. Robusta*.

The fruit is found in clusters along the branches of the tree. The cherry is the name usually given to the fruit of the coffee tree. Botanists prefer to call it the "drupe".



Arabica axillary cluster of drupes.



imperf

Robusta is considered to have very different characteristics to *Arabica*. Trees are taller and stronger.



Coffee cherries are covered by layers



Variety black color layer missing



Plate proof

The skin of a coffee cherry (the exocarp) is thick and bitter. However, the fruit beneath it (the mesocarp) is intensely sweet and has the texture of a grape. Next is the parenchyma, a slimy, honey-like layer, which helps protect the beans. The beans themselves are covered by a parchment-like envelope called the endocarp. This protects the two, bluish-green coffee beans, which are covered by yet another membrane, called the spermoderm or silver skin.

IN THE TROPICS

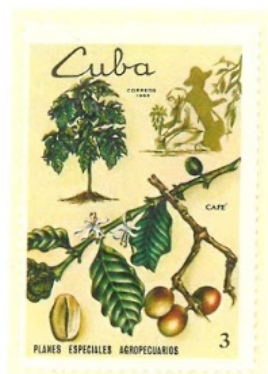
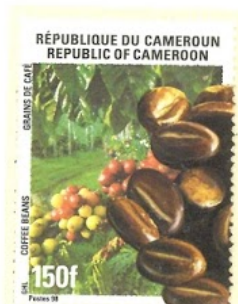
1 Farming, cropping

4. Coffee beans

A coffee bean is in fact a seed. When dried, roasted and ground, it is used to brew coffee. But if the seed is not processed, it can be planted and will grow into a coffee tree.

Beans are a metaphor of coffee. They are the best known symbol of the industry.

The normal development of the coffee cherry creates two seeds, which grow with their flat sides facing each other.



Specimen of Francotyp franking machine 213 rented to Rorhmoser Coffee Exporters.



The bean is formed by two seeds. These have an appealing shape, like a tiny brown turtle. It is a symbol and an easy recognizable metaphor.

Beans are graded by size using rotating or shaking screens, replaceable metal sheets that have round holes in them that retain beans over a certain size and allow smaller beans to pass. Normal sizes are from 4 to 8 mm.

Favorite sizes depend of the variety and of the trade custom in any given country (E.g.: Robusta screen 16=6.3 mm –smaller–; Arabica AA for a bold bean).



Shortly after picking, before roasting the seeds, the covering layers (excluding the parchment) are removed. There are two methods: dry and wet. The later is the most popular and is widely used in Central America. Dark roasted beans look oily and polished after roasting.



Actual plate section. Depicts a mirror effect of the stamp.



Perfin MUESTRA (specimen)



Maximum card showing commemorative postmark used during the SINTERCAFE Congress held in Costa Rica in 1995. The card, addressed to Ambassador Berrocal in the United Nations, is in fact a metallic paper pochette, which was packed with ground coffee.

IN THE TROPICS

- 1 Farming, cropping
5. Coffee plantation (*El cafetal*)

Farming coffee involves two basic stages: cultivation which is done in *el cafetal*; and drying which takes places in the patios and washing and selection rooms in *el beneficio*. Coffee farms can range from small traditional holdings smaller than two hectares (one hectare is app. 2.5 acres) to large fully developed industrial estates or haciendas, covering many thousands of acres.

Extension of the farms. Basic conditions and techniques to sow coffee.

In most locations, coffee trees prefer a shady habitat with only a couple of hours of direct sun each day. They do well in filtered light, protected by native trees and plants. Coffee trees have evolved to succeed in that ecosystem, fertilized by decomposing forest litter and protected from insects by natural predators. In low lands, particularly regarding plantations of Robusta, shading can be obtained from palms.



Regular issue
Liberia 1909 coffee plantation.



Color proofs: black (front) and red+ (back)



Color proofs: in paper) and on cardboard



Center proofs (ovpt. off.)



Issued color imperf.



yellow green shade



plate proofs in India paper



emerald shade



green shade



1916-shades- ovpt. for the use of the
Liberation Frontier Force



Plate proof

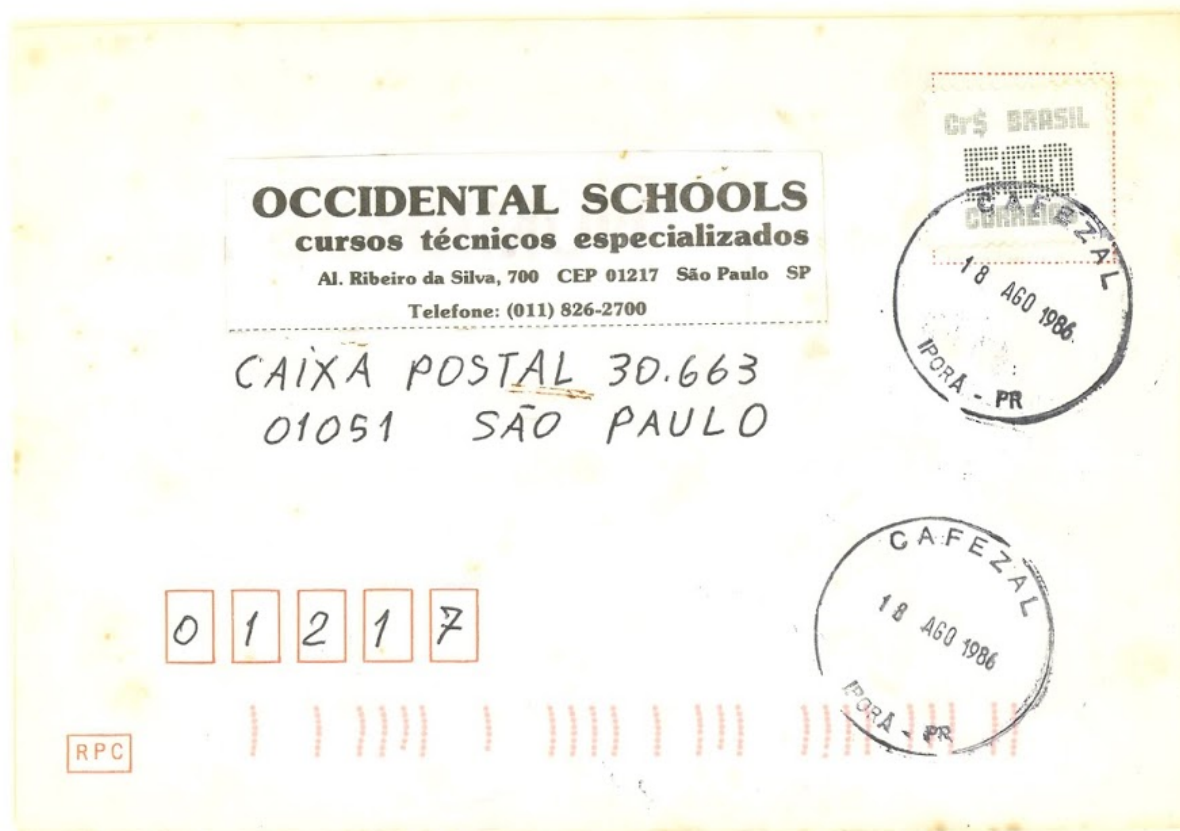
Coffee and banana (used as shade) moved, along with the railroad, towards the mountain plateaus. Coffee grows on varied soils volcanic, siliceous clay, alluvial and peat and sand.

Cafezal do sul (Municipality since 1990, formerly part of Iporã). Plantation's recent expansion conducted by colonizing enterprises under State concession. The colonization of the Cafezal region began in 1952 in the rain forest northwest of Paraná.

- Important growing factors are:
- Soil must be deep (roots are 1 to 2 meters).
 - Avoiding excessive cold and heat.
 - 1200-1500mm of rain per annum. - No strong winds.
 - A few hours of light per day.
 - Altitude. "The higher the better". Arabica grows better in equatorial regions at latitudes around 10° and altitudes of 3600 to 6300 feet.
 - Rainy and dry seasons must be well defined.



Certificate



IN THE TROPICS

I Farming, cropping

5. Coffee plantation (*El cafetal*)

For propagation of coffee, ripe cherries are collected, pulped, and the mucilage is removed by fermentation. These seeds or beans can either be planted immediately or dried for later use. Drying takes place on wire mesh trays in the shade. Correctly storing coffee beans is essential for a longer seed life. Dried coffee seeds can be used up to a year or more if properly stored.



A common method for the germination of seeds: coffee beans are pregerminated by spreading on a sand bed and covering with moist burlap bag sacks or straw. The seeds are watched closely and removed as soon as radicals emerge.

Once pregerminated, the coffee seedlings are planted in nursery beds containing soil consisting of well rotted cattle manure and phosphate fertilizer. Nursery beds should be built to be 1 meter wide and 50 cm deep and seedlings are spaced between,...

Coffee seedlings are grown in nursery beds or polybags and are planted in the coffee fields when they reach 20-40 cm.



Afterward plants are transplanted to the rows in the *cafetal*. They are carefully earthed up.

...distances vary according to the height of the plants.



Specimen



Preparing holes in the rows.



Probably printer's residues.



In apt zones, plants are sown with a distance of 1.70m between rows and 84 cm between them. Small, traditional farms could host 2 to 3 thousand per hectare. Large estates may plant very densely, even 10 000 shrubs.

In South and Central America, during eighteen and nineteen century, first plantations expand around the urban areas.

Varieties: light blue, dark and filled E, rose paper.



IN THE TROPICS

1 Farming, cropping 6. Early farming

At the end of the XVIII Century coffee was unknown. It arrived first in Costa Rica during the last colonial government (1808). The first small plantation is reported in 1816 and it was located in the capital city a block away of the Catholic Cathedral.

Immediately after Independence from Spain, in 1821, town councils stimulated the development of coffee awarding lands and grants to interested citizens.

In that year there were 17 000 plants in production and a very small export to Panama was done. Chiefs of the State Mora (1824-33) and Carrillo (1835-37/1838-42) supported the activity. Farming was part of the city activity; plantations were close to the National Assembly, schools and other public buildings. Carrillo decreed that public lands west of the city must be given and dedicated to coffee.

Arabica was introduced in the Caribbean (1720's) and Brazil (1728). Brazil was exporting its first coffee by 1800. Diffusion in Costa Rica took from 1808 to 1840.

Carrillo intended a marketing policy, particularly towards British market and ordered the construction of a road to the Atlantic to facilitate the exportation. The first coffee export to England occurred in 1832 via Chile, under the name of Café Valparaiso.

However, the Centenary of Coffee in this country was commemorated in 1921.



Mirror impression

Between 1821 and 1843 coffee plantations flourished.



Without center. Frame only

Frame only. Tête-bêche



*Tête-bêche/rose paper
Less than 10 pairs known*



Imperforate



Letter sent to the President of the Congress on June 27, 1921.
Letter with full center of sheet (two plates composed by 25 stamps -5x5- each).

Rate obviously overpaid, however this is the only full set of Tête-bêche pairs known used. These stamps are the first designed and printed locally in Costa Rica.

IN THE TROPICS

1. Farming, cropping
7. Spreading out

Transformation of the rural landscape

Coffee agriculture soared, as a result of increasing exports, bringing Middle America both rationale and money to build roads, ports, and railroads. Towns and villages became modern cities, with streets and new buildings, sewage systems, and parks.

New organization of labor

However, coffee plantations seize communal land and hired local people, as inexpensive labor for expanding coffee production. Rural residents were forced to work in haciendas and many who lost their land migrated to cities, becoming second class citizens.

Testimony of the heraldry

Political organization also changed. Municipalities and local governments evolved, adopted names related to their crops and also symbols to identify with them. Local arms in a number of cases use coffee related symbols.



Postal franking privileges of local governments are verified showing the local coats of arms.



Local heraldry adopts new traditions: coffee branches substitute laurel wreaths framing the arms.



Other coffee signs used are a bean mortar, bags of jute and baskets.



In certain countries coffee is adopted as a national symbol and was placed side by side with other national emblems: cycling in Colombia, labor, exports and pride in a number, the national airline, etc.

IN THE TROPICS

- 1 Farming, cropping
7. Spreading out

Cafelandia is a municipality in the state of São Paulo. It was one of the largest producers, though now the land is exhausted and also arose various pests and diseases, rust and drills the worst. The coffee a long time ceased to be the car of *cafelandense* agriculture.



Sr.
Antonio Henrique Cunha Bueno

Rua Quintino Bocaiuva 176 Sala 328
01004-901 São Paulo-SP.

PAR AVION

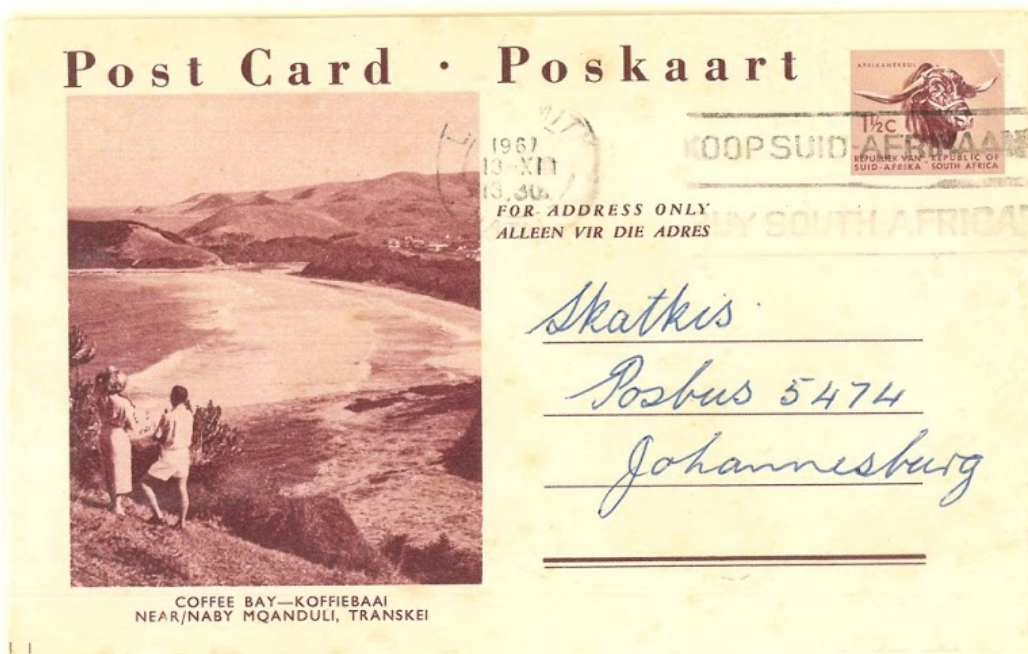
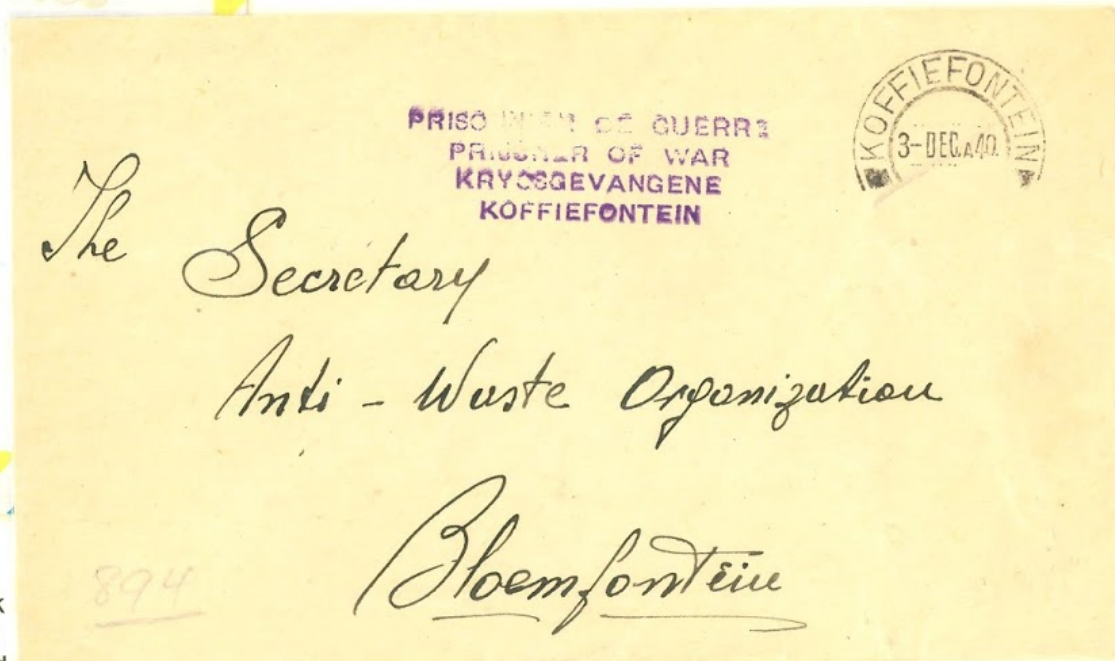
Coffee Bay (in Afrikaans: Koffiebaai), a small town Eastern Cape Province, South Africa, is named after coffee shrubs which began to grow after a shipwreck of a ship carrying coffee seeds. The beans grew into numerous bushes, though the trees never matured successfully and eventually died. But the name persisted.

Towns adopt names bestowed by coffee

Koffiefontein is a small farming town in the Free State province of South Africa. The name means *coffee fountain* in Afrikaans. In the 1800s, it was a stopover spot for traveling between the coast and the diamond fields. The name is a reference to the strong coffee brewed by transport riders during their stopover.

During the Second World War a large internment camp was opened in the town, with 2000 Italian prisoners of war, among others, as well as South African internees (suspected of being pro-Nazi). Among them, John Vorster, who became Prime Minister of South Africa in 1966 and, from 1978 to 1979, President of the country.

Censored letter from an Italian prisoner sent on December 3, 1940.



Ixhuatlán del Café is a city in Veracruz, Mexico. Originally it was a zone of sowing of maize, as it is shown by the heraldry (and by the toponymy, for *ixhuat* stands for corn in nahuatl). Between 1900 and 1910 small coffee estates were developed; concentrating later in larger haciendas. Their coffee became famous and they were invited to international fairs, even in Rio, Brazil. During the socialist governments the land was affected by Land Reform movements (*Property redistribution*). By 1956 all the communities composing the county had consolidated coffee industry and the name of Ixhuatlán del Café was officially granted to them.

IN THE TROPICS

- 1 Farming, cropping
8. Care and yield

Fertilizing: adding a compound to a soil to supply one or more plant nutrients essential to the growth of plants.

Nitrates provide, in varying proportions, nutrients, including nitrogen, phosphorus, potassium, calcium. Potassium and other nitrates are of great importance for use in fertilizers, and, historically, gunpowder.



roller postmark

The chemical compound nitrate of ammonia with the formula NH_4NO_3 , is a white crystalline solid commonly used in agriculture as a high-nitrogen fertilizer.

Saltpeter, an ionic salt, is a chemical compound of sodium nitrate and potassium nitrate. It is a natural solid source of nitrogen. Major sources of sodium nitrate mineral are the Atacama Desert in Chile and the Salar de Uyuni in Bolivia.



ON I.G.S.

BY AIR MAIL
PAR AVION

BY AIR MAIL

M/s Evans Electro-selenium Ltd.
Harlow,
Essex, (England)

COFFEE RESEARCH STATION
BALEHONNUR.



For the well being of the crop, a multitude of organizations looking after both the agricultural problems and the solutions are required.

Among them:

- OAS Agricultural Interamerican Institute
- State Agronomic Institutes
- Agricultural Experimental Stations.
- Local research centers and stations.



Appropriate care results in larger yields, measured either as land productivity – kg per hectare – or in the cup as infusion.

IN THE TROPICS

- 1 Farming, cropping
8. Care and yield

Hemileia vastatrix, first reported in Kenya in 1861, is a fungus that causes coffee rust [ferrugens in Portuguese, *roya* in Spanish], a disease that devastates coffee plantations.

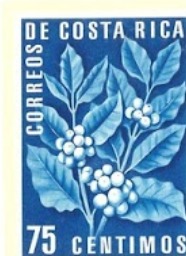


The need to control and combat diseases and pests.

By 1869 it had spread to Ceylon and in the last decades of the nineteenth century, did serious damage to the coffee plantations of the area. Nowadays it is now found world-wide in virtually all coffee-producing countries. Climate change favours spreading and it is now affecting plantations above 1000m. Arabica is always in danger, though Robusta appears to be more resistant. The fungus bleaches the leaves, which then become dark and fall down.



plate proof



essay – non emis



shifted perforation



plate proof

Notwithstanding huge efforts committed by National Agricultural Agencies, institutes and else, at the end the fungi is prevalent, leaves get dark, then brown and at the end they fall and the crop is lost.

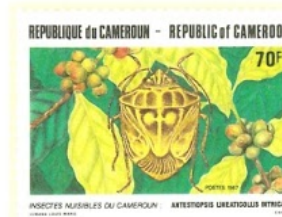


paper's natural crease

Among Lepidoptera, the Coffee leaf miner (*Leucoptera coffeella*) is a moth in the Lyonetiidae family. It is found in every coffee-growing country in South America, Central America and the West Indies. It is considered one of the worst pest species on coffee.



The larvae feed on *Coffea arabica*. They mine the leaves of their host plant. The mine consists of brown necrotic blotches. The larvae are white, slightly transparent and about 5 millimetres long.



Meloidogyne exigua, *M. incognita*, *M. coffeicola*, *Pratylenchus brachyurus* are among the most common species of root-knot coffee nematodes. All Arabica coffee varieties are susceptible to nematodes, which are among the most harmful coffee diseases and pests.



To combat the plagues combined government efforts are required. Mycology is concerned with the study of fungi, including their genetic and biochemical properties. From mycology arose the field of phytopathology, the study of plant diseases.

Official mail from the desk of the mycologist clerk in the Institute of Agriculture in New Delhi. Postmark –CDS– of the Institute of Agriculture canceling the stamps.

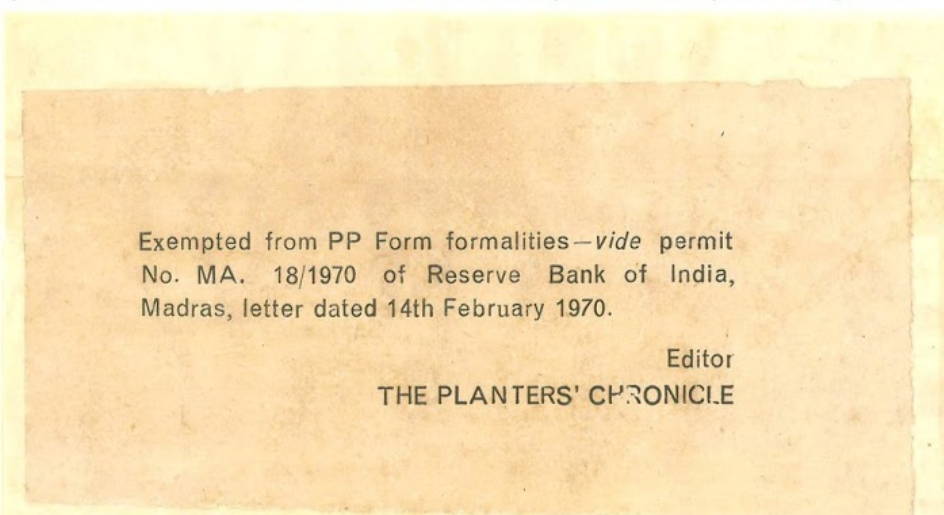
IN THE TROPICS

- 1 Farming, cropping
- 9 Information to improve production

Countries have diverse agricultural information needs, apart from current agricultural statistics. Structural information of this type has a wide range of uses, and contributes to improve results of the industry. Information conveyed in farm magazines represents a vital ingredient in agricultural decision making.



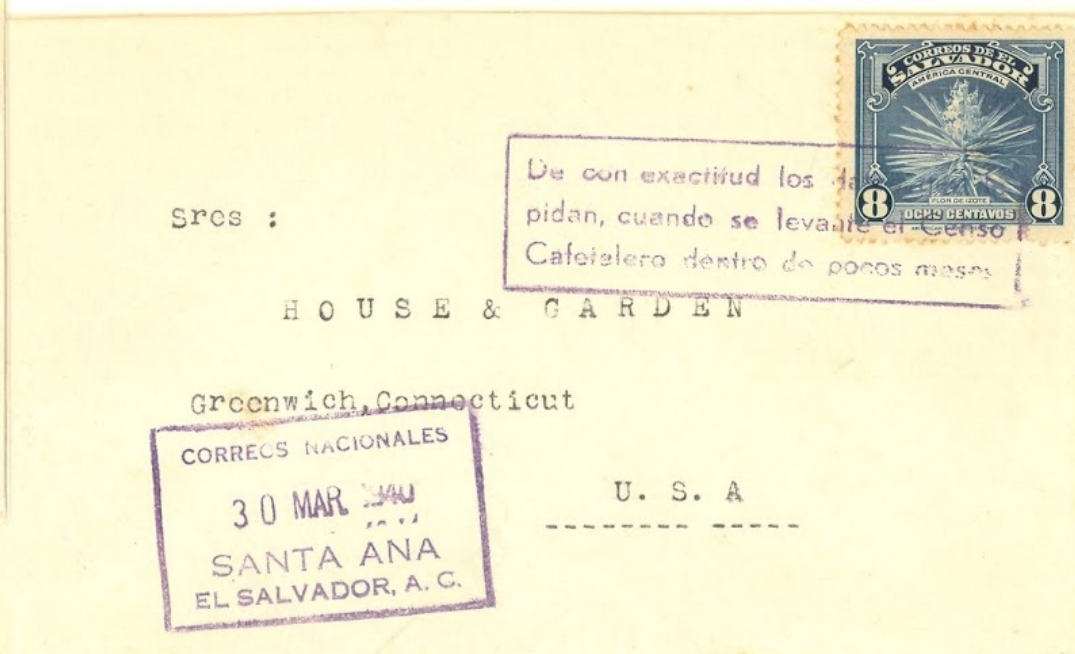
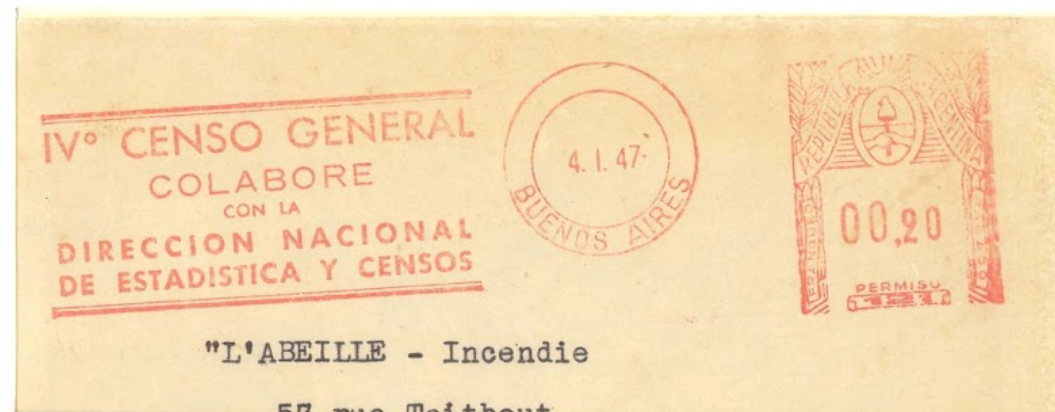
Printed matter wrapper. It paid a reduced fare probably due to the nature of the publication. The Planters' Chronicle was exempted of usual postal obligations.



Collection and dissemination of relevant information to improving farming
Periodic national census provides elementary data.

There are needs are for current agricultural statistics produced on a regular basis, such as crop and livestock production, and most countries have established an ongoing system for the collection of data. Statistics are regularly collected through administrative reporting systems and/or through sample surveys.

Specialized agricultural censuses become a fundamental tool. A census of agriculture delivers fundamental data on the organizational structure of agricultural holdings, such as farm size, land use, land tenure, livestock numbers, and the use of machinery, as well as the number of holdings with each crop and livestock type.



Information about marketing, mechanization and capital, is becoming more important than traditional agricultural knowledge of crop and animal husbandry in determining farming success. Agricultural magazines are the primary source of information for farmers. General magazines tend to be published in the largest cities; specialized ones near their readers. New trends in farm publishing are the increase in the number of specialized magazines and those oriented to changing modes of agriculture in developing countries.

A relevant case: a coffee specialized census. For a country such as El Salvador, depending largely on coffee agriculture and exports, every bit of information is critical.

IN THE TROPICS

- II Harvesting
1. Picking the fruit

COFFEE PROTO PAGE

intensive labor. However, it is also known as the *fiesta en el cafetal*.

A coffee plant usually starts to produce flowers three or four years after it is planted, and it is from these flowers that the fruits or coffee cherries appear and the first useful harvest around five years after planting.

The cherries ripen around eight months after the emergence of the flower, and change colour from green to red, and it is at this time that they should be harvested.

In most coffee growing countries, there is one major harvest per year. In the largest part of them, coffee is picked by hand, a labour intensive and difficult process, though in places like Brazil, where the landscape is relatively flat and the coffee fields immense, the process has been mechanized.

In humid countries, producing Arabica, coffee must be picked by hand, one by one, selecting only ripen fruits.



Whether picked by hand or by machine coffee is harvested in



Whether picked by hand or by machine or by machine or by hand, in either case, all of the cherries are stripped off the branch at one time.

Selectively picked. Only the ripe cherries are harvested and they are picked individually by hand.

Pickers rotate among the trees every 8-10 days, choosing only the cherries which are at the peak of ripeness. Because this kind of harvest is labour intensive, and thus more costly, it is used primarily to collect the finer Arabica beans.



Declared value in Moyogalpa, town in the Island of Ometepe, in the large lake of Nicaragua. Registered mail cover, included cash to pay taxes.

IN THE TROPICS

II Harvesting

1. Picking the fruit

Women work as *chapoleras* o *cogedoras*, picking the beans.

Nowadays, people working in the coffee harvest wear jeans, t-shirt and plastic boots. However, at the end of the XIX century and during the first part of the XXth, the typical attire, particularly for women, was a little bit more formal.

In Colombia, the Bogota's Museum of Regional Colombian Costumes shows the diversity and history of the Spanish-inspired dress worn by the *chapolera* or coffee bean pickers. This is in fact quite similar to the clothes used by most coffee female workers in all the tropical region of America.

In the head, for festive occasions, they used braids tied with ribbons, with long tendrils, earrings and a flower in her hair.

The usual costume for both women and men include something to cover the head, a scarf or a palm hat.



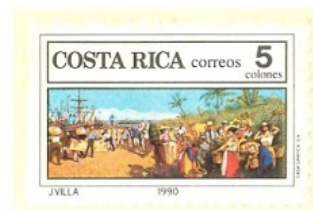
Plenty of hands are required during harvest period.
Show the attire used during *la cogida de café*

The blouse of Hispanic influence is made of white cotton and has a wide high collar, decorated with tucks, ruffles, lace and embroidery. Generally blouses are short sleeves, when used long sleeve lace is not near the fist but in the elbow.

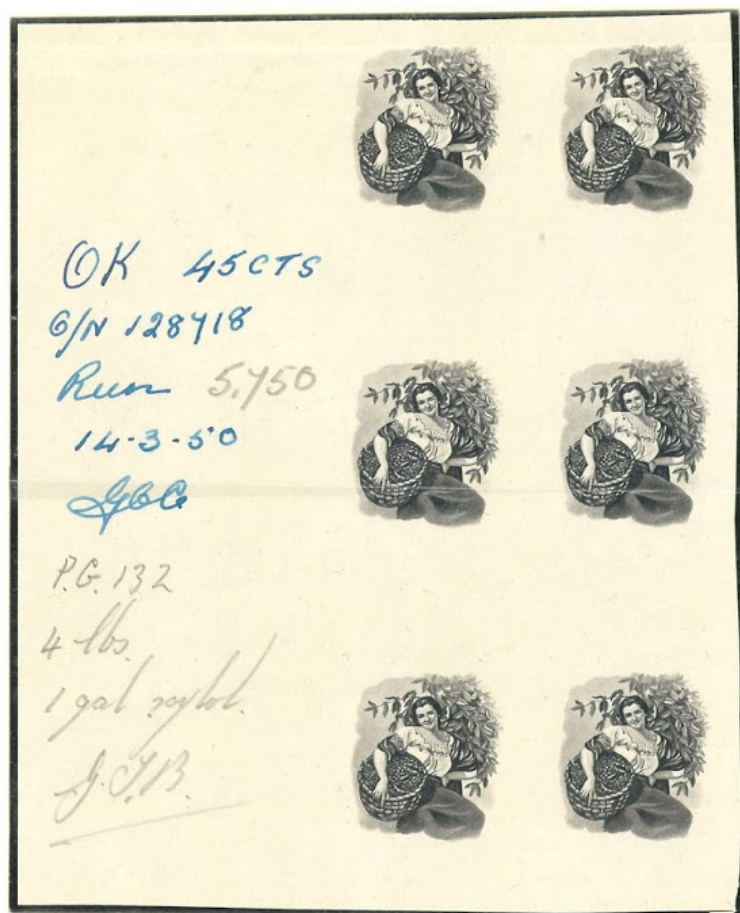
The double roundabout skirt in printed cotton fabric, reaches 20 cm above the ankle, and is manufactured in floral fabrics and collection, adorned with handrails. (In Costa Rica those were made of bright plain colors).

At the bottom takes one or two boleros and always wears skirts.

The footwear is sandals.



Plenty of hands are necessary to pick up rapidly ripening cherries



Printer's file copy of the process proof of the vignette or center image. It shows workshop's foreman instructions regarding the printing of the 45 cts. stamp. Dated on March 14, 1950 it states the number of printing runs. Another set of instructions establishes the characteristics of the ink and the paper.



process/final proof



proof of center/vignette



salesman specimen



file sheet



file sheet



file sheet



issued stamp



issued stamp



issued stamp

IN THE TROPICS

II Harvesting

1. Picking the fruit (*La cogida de café: coger café, cortar café*)

Traditionally, during the first part of the XX century, most of coffee labourers involved in picking and selecting the fruit were women. A majority of them were members of the rural families and coffee picking was part of country life.

Nowadays, pickers are migrants who travel from zone to zone or from one country to another in search of occupation and salary. To cover the head is a must. Head has to be protected against sun light and from falling debris and broken or whipping branches.

Basics regarding the crucial phase of picking the fruit (*la cogida de café*)

At the present time, most of the varieties of Arabica are treated and pruned to keep them in a size easy to pick the fruit.



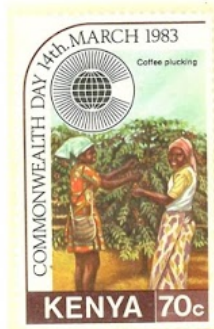
specimen



Columbian Bank Note Company



American Bank Note Co. - Die proof



American Bank Note Company



Progressive die proof. Without shading in the sky



Paper's natural crease



Progressive die proof. Vignette incomplete and partly hand painted with black watercolour



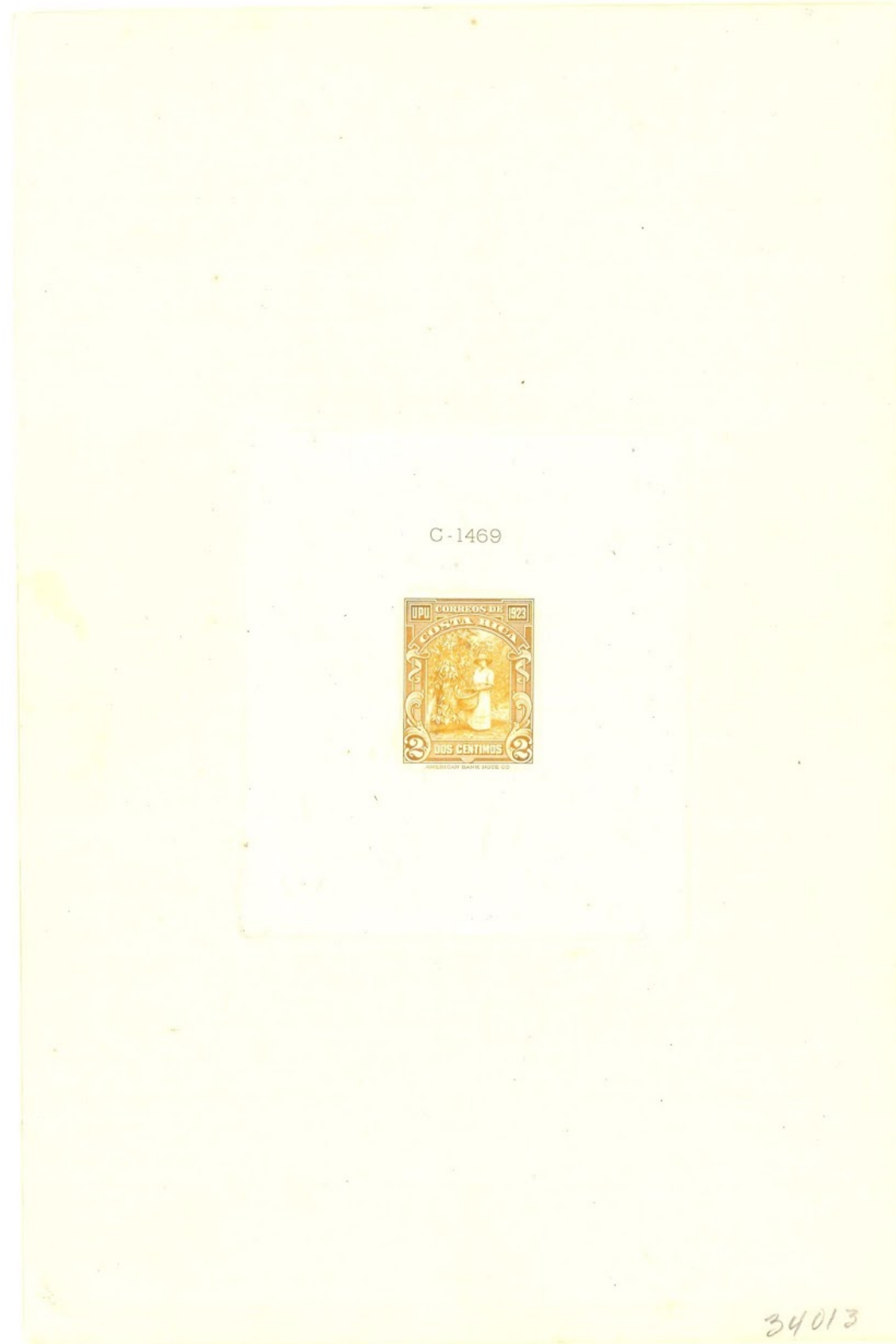
American Bank Note Co. Final issue specimen

IN THE TROPICS

- II Harvesting
1. Picking the fruit

To care against the sun rays cover the head is a must.

Shown are the Costa Rican girl with a hat, the Kenyan man with a cap and the woman wearing a bandanna, and the Guatemalan group of ladies, all of them using *shawls*.



Basic equipment includes personal items such as hats and bandannas, as well as baskets and bags, measuring cans and even ladders.

Harvesting is a fiesta were families and friends gathered for around two months to work and to enjoy. But it is also a very structured activity. Once coffee is collected in baskets, it is "received" and measured, a token is delivered as cash for payment. Coffee is usually measured in five liters' cans or buckets.



Ladders were required to pick the coffee from tall trees common during the 19th century.



IN THE TROPICS

- 11 Harvesting
2. Traditional harvesting equipment. Baskets.

The equipment needed for hand-harvesting coffee is simple and inexpensive: baskets for the individual picker, and burlap bags for transporting cherries from "el cafetal" (orchard) to the processing area.



Form and size varied according to local traditions. In the past coffee pickers used baskets locally made from materials such as bamboo and other vegetable fibers, even dry straw. In some places plastic baskets are also used.

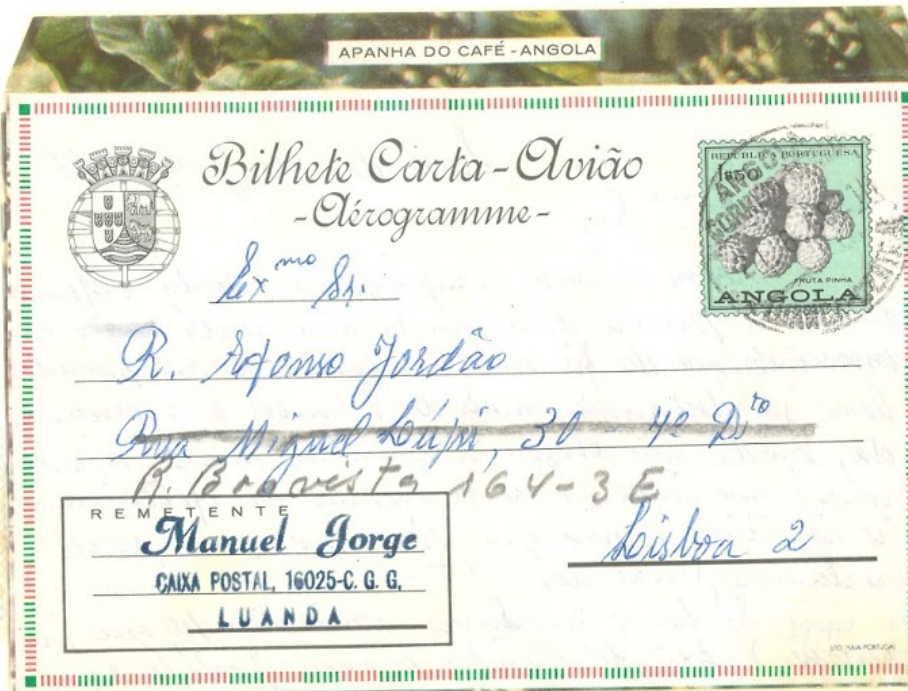


The "cogedoras" who pick coffee by hand receive payment by the basketful. In most countries, the payment might be as low as less than \$5, with the overwhelming majority of the labourers receiving payment at the lower end.

An experienced coffee picker can collect up to 6 or 7 baskets a day. Coffee is measured from time to time and baskets are emptied into bags.

Usually, the equipment needed for harvesting is personal property of the coffee picker.

The capacity of these baskets is generally about 20 to 25 pounds of berries. The baskets may be suspended from the shoulder or fastened with a belt around the picker's waist. (In Hawaii holding hooks are used for bringing branches into position for picking)



Official mail with postal franchise- permission number 9. Letter sent from the Ministry of Health to the Minister of Finance.

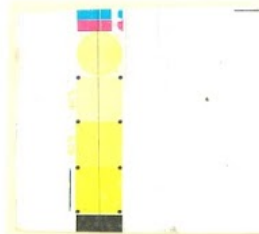
IN THE TROPICS

1. Harvesting
2. Traditional harvesting equipment.
Burlap bags ("sacos de gangoche")

Burlap bags are used to store and transport coffee beans from the plantation to the drying and selecting premises. Large quantities of bags are used.

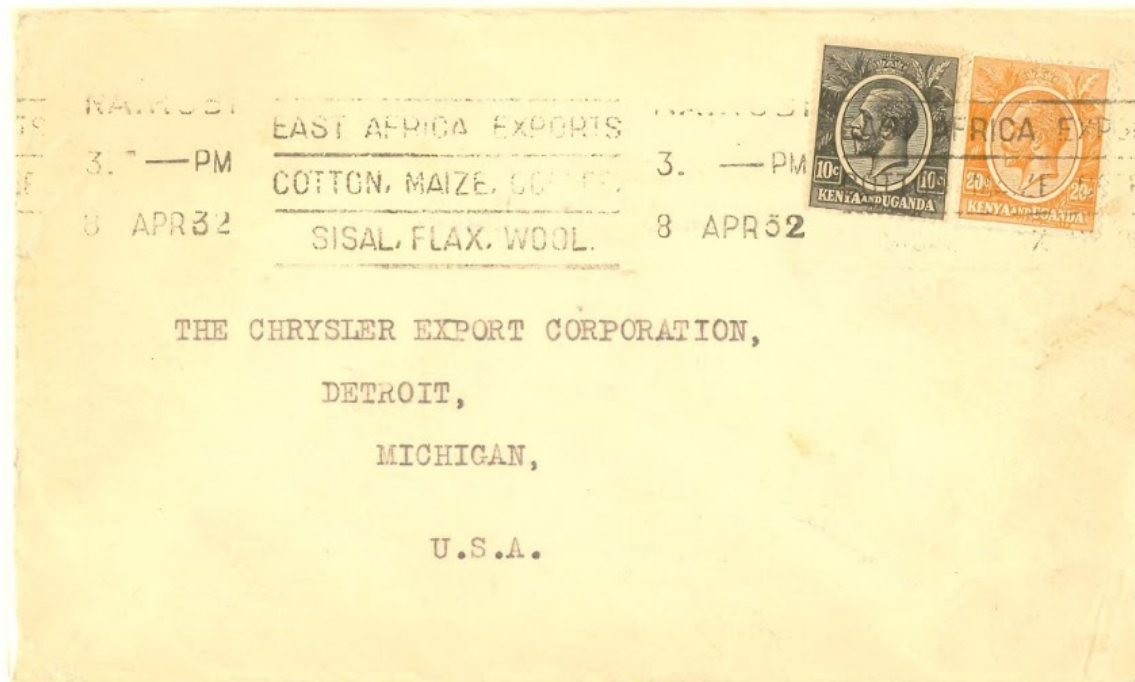
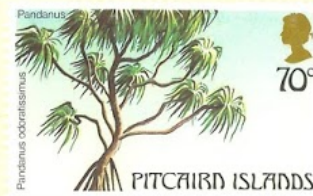
Jute is often called hessian ("arpillera"), especially in USA. Jute a plant easily cultivated in tropical zones. It serves as economic cushion of least developed equatorial countries.

Labels for jute coffee sacks.



Jute (*Corchorus capsularis*) is a vegetable fibre. Coarse threads can be made of it. Jute is very cheap to produce, and its production levels are similar to that of cotton. It is a bast fibre, alongside hemp (*Cannabis sativa*), and flax among others. For baskets, in the Pacific, it is used Pandanus and in Central America, sisal (*Agave*).

Printer's file proof



Tag for M-bags. A special type of mail sack used to transport bulk cargo until 66 pounds (particularly books and sometimes coffee samples).



IN THE TROPICS

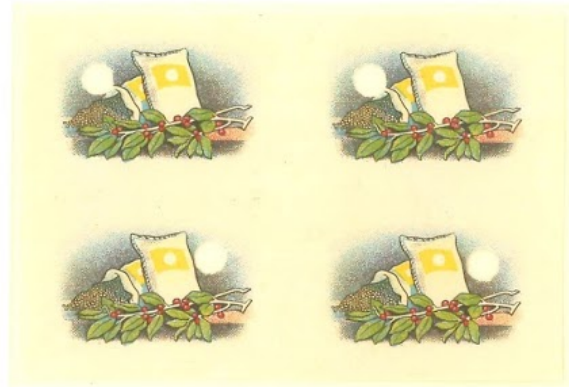
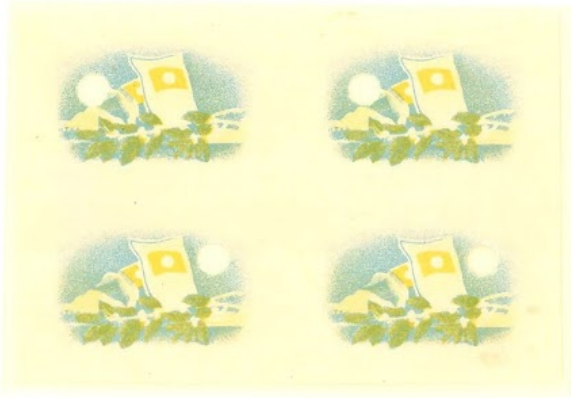
1. Harvesting
2. Traditional harvesting equipment.
Burlap bags ("sacos de gangoche")

The national colors of most exporting countries are included in their sacks and could be found everywhere.

Coffee bags are used by producers as country propaganda.

They learn how to better express their uniqueness.

*Progressive color proofs.
Five colors printed.*



Printer's file sheet



Service of financial transfers

Coffee bag stamps paid for the (very high) "Ad valorem fees" according to the law:

Art. 32. O serviço postal e o serviço de telegrama são remunerados através de tarifas, de preços, além de prêmios "ad valorem" com relação ao primeiro, aprovados pelo Ministério das Comunicações....
§ 2º. Os prêmios "ad valorem" são fixados em função do valor declarado nos objetos postais.

IN THE TROPICS

1. Harvesting
2. Traditional harvesting equipment.
Burlap bags ("sacos de gangoche")

Coffee bags. Large quantities required. Quality control is irregular.

Bags are used during harvesting to pack the coffee once measured and ready for transport to the "beneficio".



final proofs



1921 proofs - not issued



mirror impression



AMERICAN BANK NOTE

They are also used to transport dried beans to export premises and therefore to final destination.

Burlap is a woven, rough cloth, made from jute, hemp, or other fiber.

It is often found woven into sacks, and used to carry bags of food and other medium-weight objects.



shifted overprint



inverted overprint



printed on gummed paper

Jute is the cheapest natural fibre. Jute is biodegradable. One of the problems is that jute is prone to rotting.

Phantasies/fakes – most of them intend not to defraud the Post, although to promote coffee overseas.



IN THE TROPICS

1. Harvesting
2. Traditional harvesting equipment.
Oxcarts ("carretas de bueyes")

Oxcarts were widely used in Central America in different labours related to coffee production. As shown, in Guatemala in 1870 they helped throughout the harvest. In Costa Rica they were used to transport coffee beans from valleys, over the mountains, to the coast for export. The oxcarts use spokeless wheels, a hybrid between the disc used by the Aztec and the spoked wheel introduced by the Spanish, to cut through the mud easily.



All through the harvest, oxcarts are used to transport coffee beans.



Coffee tree (indicia) postal card.



Cartago. Una Carreta de Costa Rica.

In many cases, oxcarts were a family's only means of transport and often served as a symbol of social status.



Klussendorf' labels
Complete unused band



Klussendorf labels.
Variety shifted cut



Modern oxcart



24241 11JUN08 -ETIQUETA AJUSTE-
XXXXXXXXXX



24241 11JUN08 -ETIQUETA AJUSTE-
XXXXXXXXXX

Epelsa' ATM 2008 labels.
Unused and test print



The tradition of painting and decorating oxcarts started in the early twentieth century. Originally, each region had its own particular design, enabling the identification of the driver's origin by the painted patterns on the wheels. By the beginning of the twentieth century, flowers and miniature landscapes appeared beside patterns of pointed stars.

IN THE TROPICS

- 11 Harvesting
2. Traditional harvesting equipment.
Oxcarts ("carretas de bueves")

In Costa Rica they were used to transport coffee beans from valleys, to the ports of Puntarenas on the Pacific coast, a journey requiring ten to fifteen days. As the coffee industry of Costa Rica increased, so did the need to use the oxcart to produce and export the coffee beans. Thus, the first shipment of coffee to London was transported from the coffee plantations to Costa Rica's main ports by oxcart in 1843. Oxcarts carried coffee to the province of Puntarenas on a small road between 1844 and 1846.

In Costa Rica, oxcarts used to transport coffee beans are part of the landscape.



*Courvosier proposal
non emis (c.1920)
two known*



Each cart is designed to make its own 'song', a unique chime produced by a metal ring striking the hubnut of the wheel as the cart bumped along. Once the oxcart had become a source of individual pride, greater care was taken in their construction, and the best-quality woods were selected to make the best sounds.



specimen



*American Bank Note
progressive die proofs*



The golden age of oxcarts is said to go from 1850 to 1935. The custom of originally decorating these carts began in the early twentieth century, when cowherds decided to add life to oxcarts by hand painting them with bright colors and geometrical figures. In 1903, people decided to start decorating the circle wheels, and in 1915, the entire wheels were adorned to create a distinct look among families.



*sharp engraving
other uses*



*dull printing
specimen*

IN THE TROPICS

- II Harvesting and symbolism
3. Traditional harvesting equipment and symbolism

Some images are used as metaphors to represent coffee wealth and coffee satisfaction. Among them the branch loaded with berries and the coffee bean.

The coffee bean consists of a dicotyledonous seed, coffee' sprout shows the two parts of the seed.



Paper natural crease



Coffee branches for laurel leaves to frame arms.



Most part of the symbolism is based on the tools of the trade, basically those utilized in the *cafetales* during the harvest.



The oxcarts, the jute bags, the baskets, the hats.



American Bank Note progressive die proofs. ABN Co. used the same die for different issues: number 85773 was obtained from 77804.



Courvosier proposal non emis (c. 1920) two known



The Panama hats

FROM THE TROPICS TO THE MARKETS

1. Drying and roasting coffee

There are two methods for drying coffee beans. The traditional way is to sun dry the beans. This is a natural method and is the most ecological technique. It requires ample spaces in the patios and a big amount of human labour. Manual or mechanical aeration is required for the beans to dry homogeneously. The sun drying method results in the highest quality in the flavour of coffee. A square meter of sun dry beans will yield 45 Kilograms (100 pounds) of parchment beans.

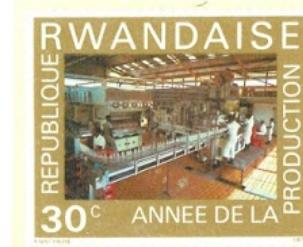


An alternative to sun drying is machine dry. This technique requires less space for drying and is not dependent on the weather. Therefore is a choice for wet climates areas. Before drying coffee must be dehumidified; using the "oreadora" about 5% of the moisture of the beans might be removed.

The most popular coffee dryer is a rotator drum dryer or Guardiola (shown). The horizontal rotating drum allows a constant warm air flow around the beans eliminating the moisture.



Large installations, both in producers or importing countries, may involve a chain of operations relating to drying. First the actual removal of humidity, then roasting and even milling, following removal of the parchment.



Roasters, boilers, fuel, hydroelectric power. All of them are part of the language of the industry



- 2. 9.68

Final proof (October 2, 68)
Issue date: October 5, 68



Large industrial establishments begin to spring in importing countries, particularly in large consumers such as Germany, Italy and France



Coffee, tea and tobacco factories of De Erven de Wed. J van Nelle N.V. – Rotterdam.

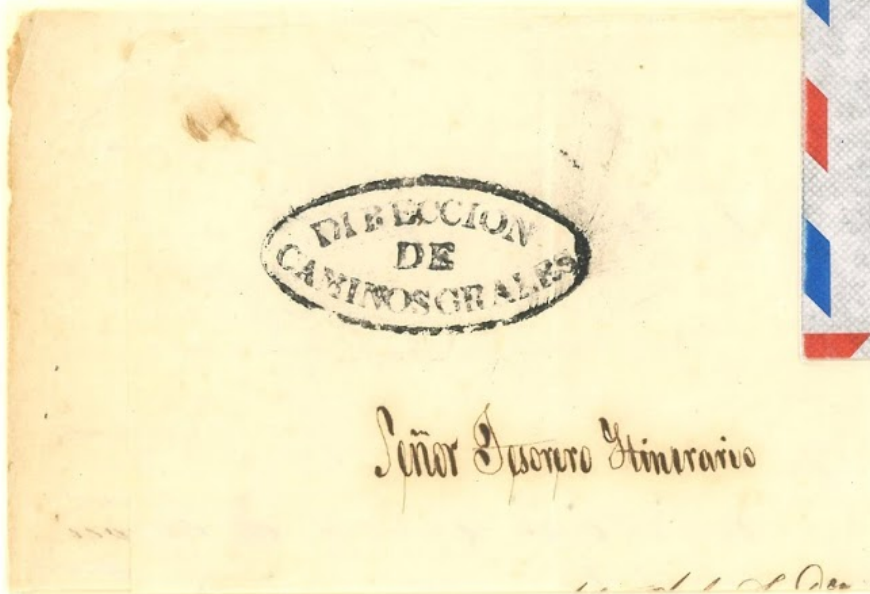
FROM THE TROPICS TO THE MARKETS

2. From the coffee mill yard to port docks

Along XVIII and XIX centuries, America, particularly the Caribbean, Brazil and Central America substitute Africa's and Ceylon's exports. Coffee became a profitable business for new developing countries.

The first exportation of coffee from Costa Rica to Great Britain was accomplished by William Le Lacheur who in 1843 had to face the dangers of crossing the Cape Horn and dealing with pirates.

The way for coffee to become a true ambassador of producers in Europe is a long long way. First challenge is to transport to the docks (there were no ports). Second is to put the burlap bags in the ships (there were no lines).



Letter from the General Roads Board to the Treasurer of the Junta Itineraria notifying rates to be paid for coffee oxcart transportation via certain roads. Official mail letter of July 16, 1851. The mark was also used as franking mark.



Importers from Europe, Germany and Great Britain for the most part, shortly established maritime lines and proceeded to give advanced finance to crops.



Soon, other Central American countries began to export. Ports were opened in the Pacific coast of El Salvador, Nicaragua, Costa Rica and Guatemala. In 1870, in Guatemala, loading of ships was done using rowboats that picked up the cargo in the beach. Years later, modern ports were developed.



Transportation of coffee from valleys to coasts was a major enterprise. The fruit was carried using animal force, such as horses and donkeys, mostly with oxcarts.

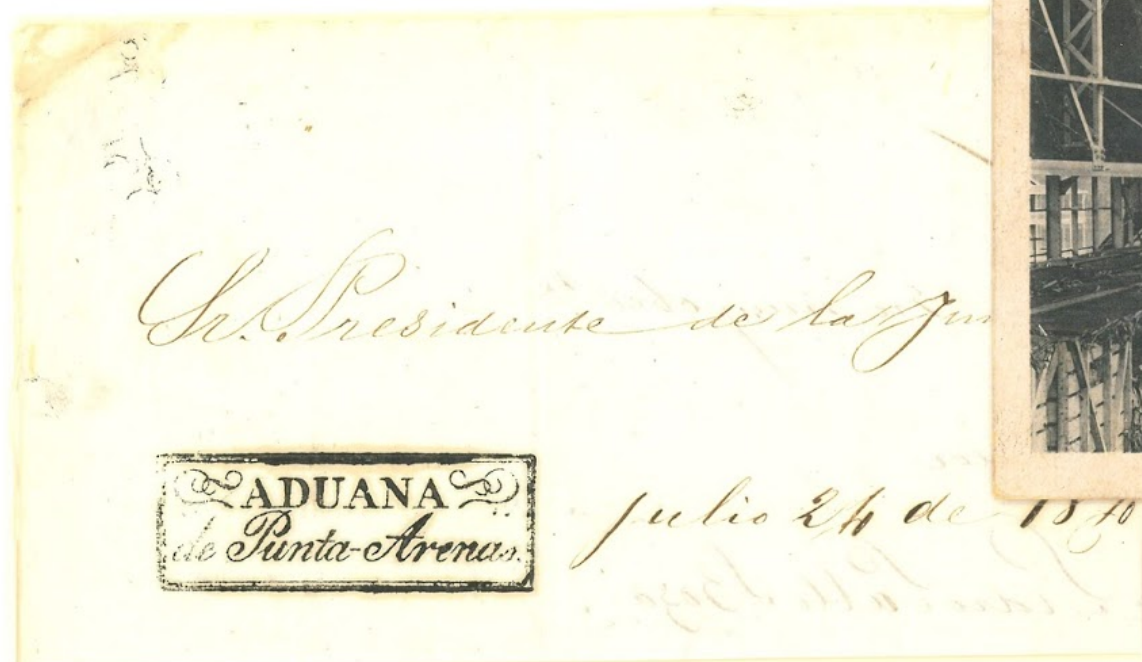


FROM THE TROPICS TO THE MARKETS

2. From the coffee mill yard to port docks

A new social class "coffee farmers" begins a process of concentration of capital; "haciendas" are created. New relationships with the political power are needed and as a result, road construction, customs and duties are modernized. Coffee entrepreneurs create civil counterpart organizations such as the "Junta de Caminos".

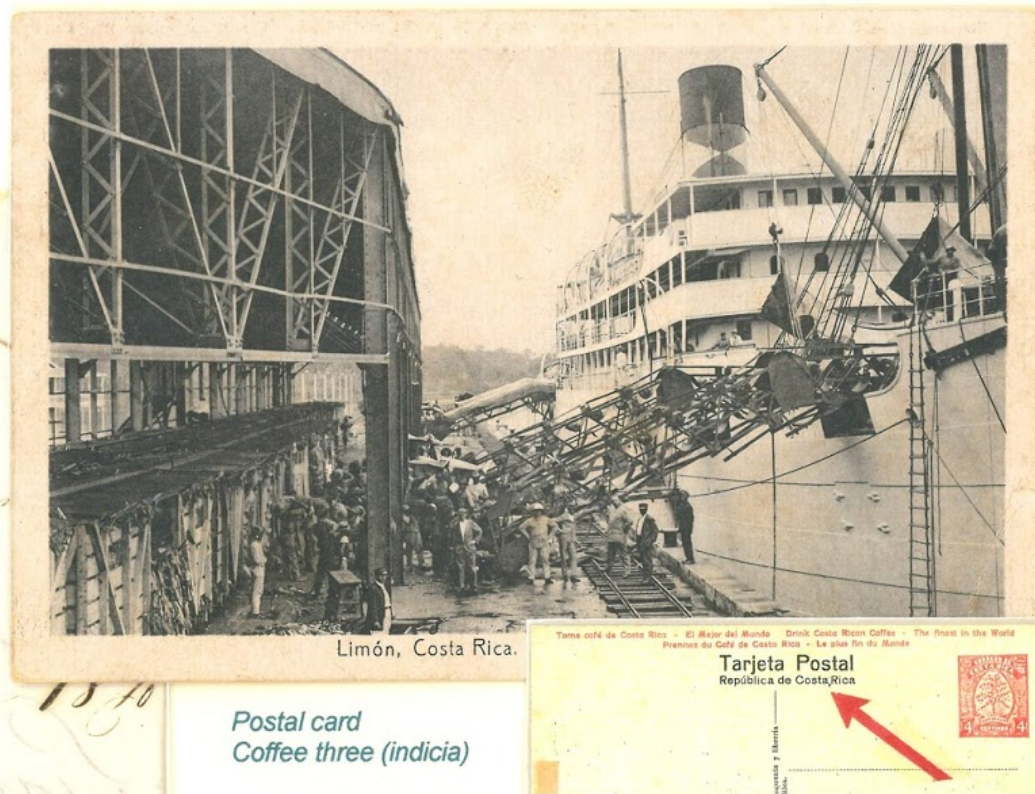
Official mail letter of July 24, 1848. The customs franking mark was probably used to identify covers in regular mail. However, this is an open letter addressed to the President of the "Junta Itineraria de Caminos" regarding business related to road maintenance. Ex-Mayer pun-pub3-1850?-1857.



MARKETS

Exportation and ports administration require an all new array of institutions

Early in the XX century all the efforts integrate and the export operation began to run smoothly. At the docks, trains meet ships and loading becomes part of the new coffee life. It is now in its way to become a commodity; to perform a new role as ambassador of the tropics.



Postal card
Coffee three (indicia)



Official mail letter of March, 12, 1864. From the Puntarenas' Customs to the Court of Finance. Maritime customs adopted the coffee the coffee branches vignette. Ex-Mayer pun-pub4-1862-1864.



Customs' report dated December 31st, 1859. Custom in the site named "Río Grande" was the most important check point in the road between San José and the port of Puntarenas. The mark, as other customs marks was probably used to frank official letters, although has not been reported.

FROM THE TROPICS TO THE MARKETS

2. From the coffee mill yard to port docks

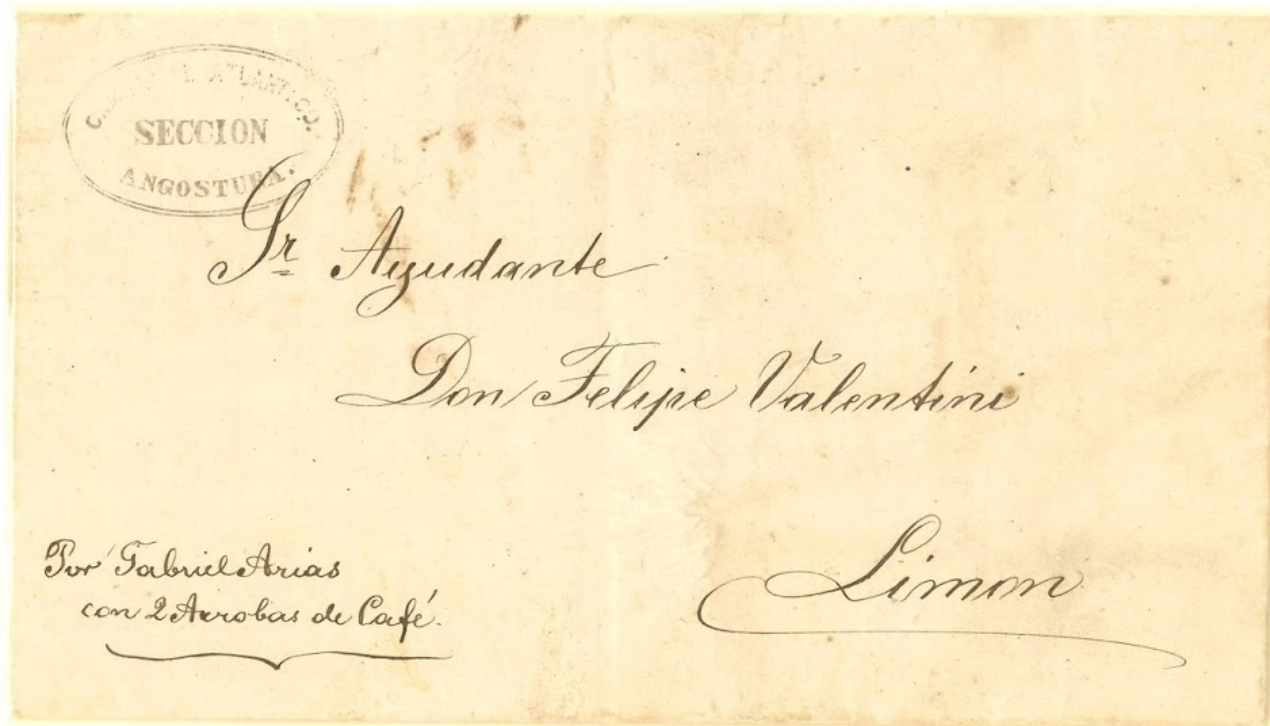
At the end of the XIX century and the beginning of the XX^m, railroads were in vogue; new ports were constructed in both coasts particularly the Caribbean. Limón in Costa Rica was created in 1867.

Struggling to reach a position in the world. Diverse complex operations are required to habilitate new ports for international commerce and for coffee to become competitive.

In Costa Rica, the "Junta Itineraria de Caminos" carried out the opening of a road connecting the central valleys with Limón. Angostura was a mid point in the route.



Pair imperf between.
Three pairs reported.



Official mail letter of January 28, 1866. From the Angostura post to the Limon post in the national road project ("Camino al Atlántico"). It was carried by the project's postman along with two bags of 25 pounds of coffee each (two "arobas"). Ex-Mayer cam-pub2-1865-66.



Expecting for the train: Corinto is the main export port of Nicaragua. The railroad connects Corinto with Chinandega at the end of 1880. And the line reached Masaya until April, 1885.

The connection with "Los Pueblos de Carazo", coffee towns, especially San Marcos, had to wait until 1899.



In Guatemala, in July 1895, it was decreed the founding of Puerto Barrios, which was declared in 1896, "Puerto Mayor de la República". The customs office then in Livingston -40 miles away- was moved to Puerto Barrios.

Ports were opened in the Caribbean in the early colony. Colombia opens many modern ports along the coast. Santa Marta, Barranquilla and Cartagena, founded as well as Buenaventura in the Pacific; all of them were modernized in the 1890's. Manuel Mejía was a Colombian coffee promoter and leader. founder of the Coffee Federation.

FROM THE TROPICS TO THE MARKETS

2. From the coffee mill yard to port docks.
Routes through the Atlantic Ocean, or cutting distances between the Indian Sea and the Mediterranean, or between the Pacific and the Caribbean were projected.

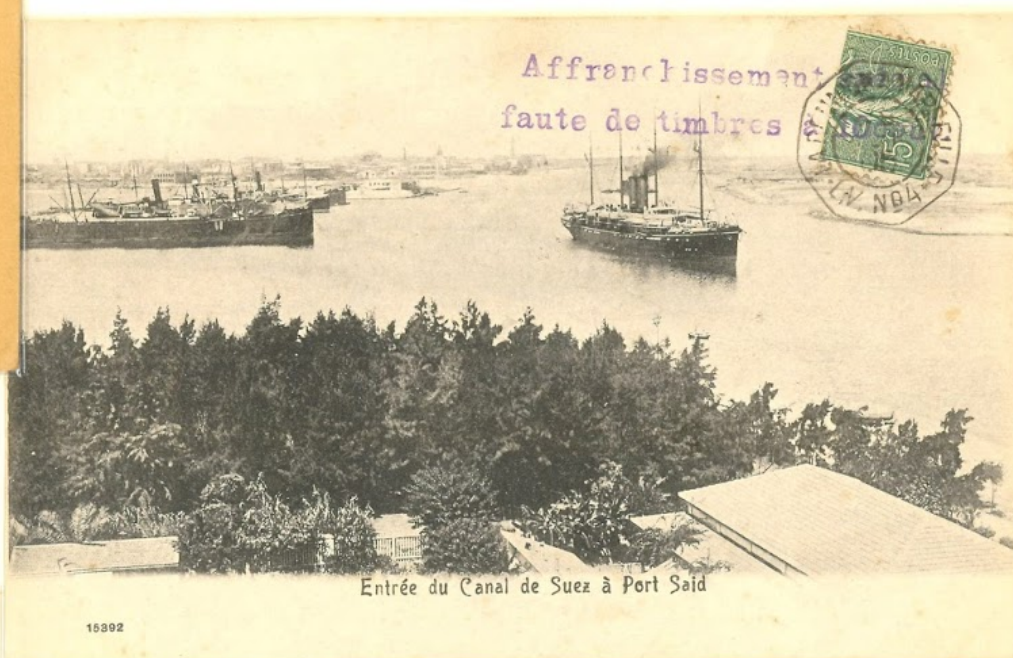
The Suez Canal is an artificial sea-level waterway in Egypt, connecting the Mediterranean and the Red Sea. Opened in November 1869 after 10 years of construction, it allows ships to travel between Europe and India without navigating around Africa reducing the sea voyage distance by about 7,000 kilometres. A great advantage for coffee from Ceylon and Madagascar.



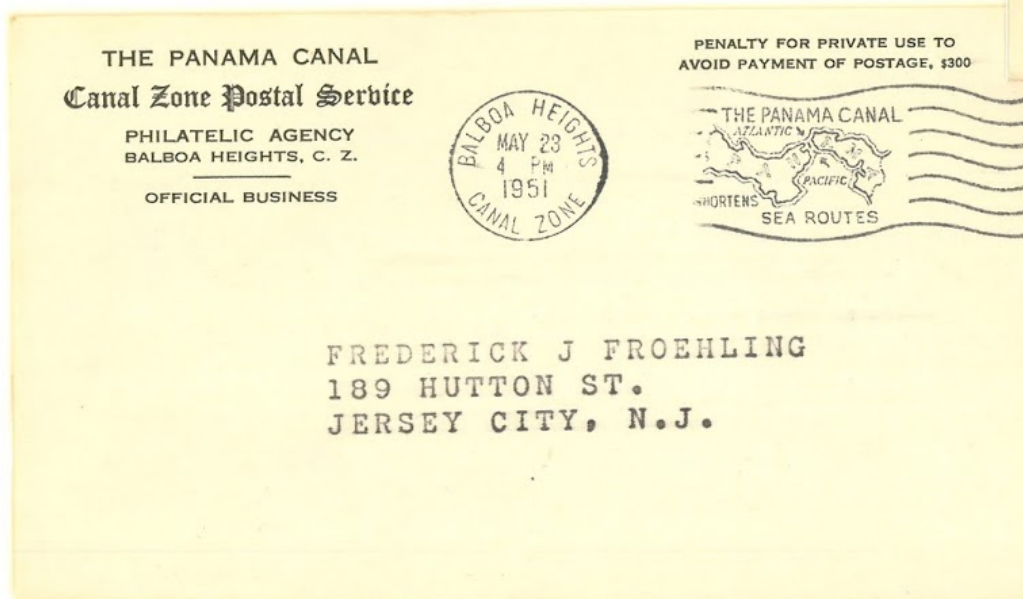
Maritime routes around either Africa or South America were hazardous. New routes were urgently needed.



From Reunion to Bordeaux via Suez in 1869. Year of the opening of the Canal.



Panama, the narrow land bridge connecting North and South America offers a unique location to build a channel connecting the Atlantic and the Pacific oceans. By the late XIXth century, technological advances and commercial needs forced such enterprise.



From Suez to Marseilles. Franked upon arrival due to lack of stamps in Suez.

An initial attempt (1880's) by France to build a sea-level canal failed, but only after a great amount of excavation was carried out. This was exploited by the United States, which completed the present Panama Canal in 1913 and officially opened it in 1914.



1953's proof of the meter machine Pitney Bowes Nr. 1 on gummed label. Ex UPU archives.

FROM THE TROPICS TO THE MARKETS

2. From the coffee mill yard to port docks

The development of a commercial infrastructure and the consolidation of market freedom are part of the new arrangement of institutions



The Decree of Opening of the Ports to Friendly Nations was a charter promulgated by the Prince Regent of Portugal Don João de Bragança, on January 28, 1808, in Salvador (Baía de todos os Santos). For this warrant was authorized the opening of Brazil's ports to trade with friendly nations of Portugal, of which largely benefited the British trade. It was the first liberal experience of the world after the Industrial Revolution. The charter marked the end of the Colonial Pact, which restricted trade between Brazil and other nations.



In Africa and South America, more new ports are open. Cartagena, the first sea and river port in Colombia, with docks and facilities for export.



Most of exporters use 45 kilogrammes burlap sacks. From the early days they were easy to handle in port.

Santos is a famous name for coffee, adopted by numerous brands.

Imperf pair of 400 reais stamp issued honoring the founding of Santos.



FROM THE TROPICS TO THE MARKETS

3. From crop... to commodity

Coffee beans were exported in parchment (entirely or partially enclosed in its endocarp). The reason is that roast coffee loses freshness quickly. Importers prefer then roasting near the markets.



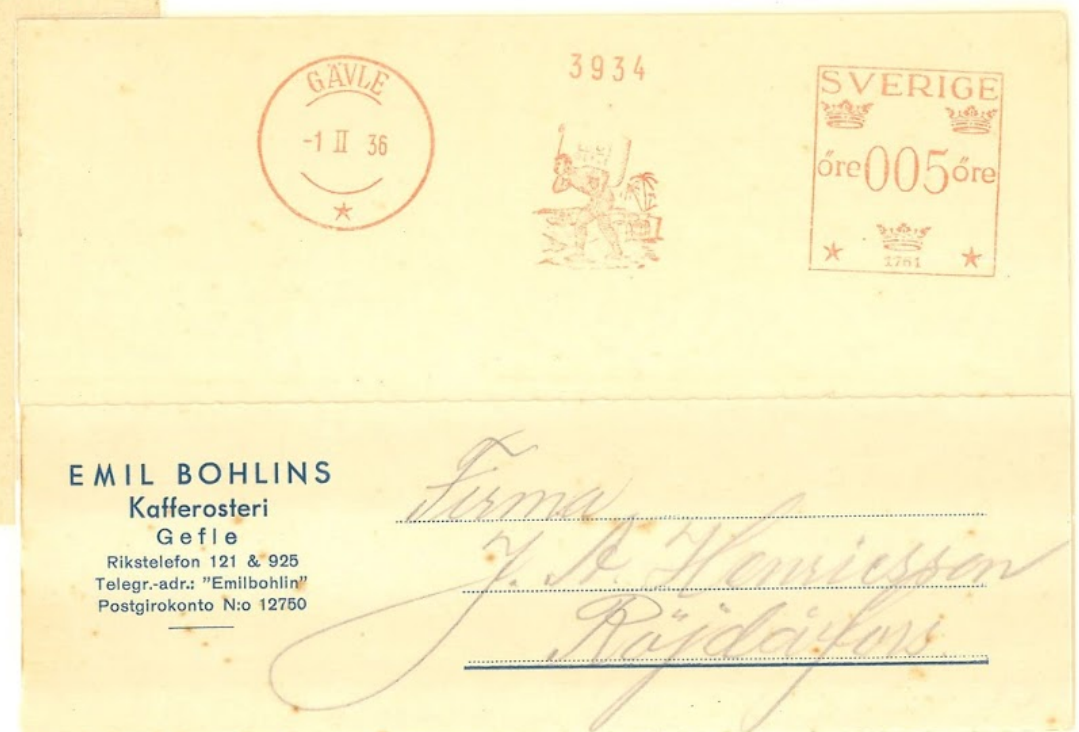
In the 1800's, coffee was produced mainly by European colonies. Slavery is the explanation, because a lot of cheap labour was essential.

The British would profit greatly in the nineteenth century indirectly from coffee first from the slave trade, then the carrying, reexport, insurance, and finance trades. But coffee growing was left to others. Jamaica's coffee fields were owned by British absentee landlords who "don't pay attention since they no longer have great returns of the plantation system" (Hill).



Cherries, parchment or green coffee is packed in large burlap, jute, bags, 45 or 60 kg each). These were usually carried on the shoulders of slave workforce. Coffee was treated differently than sugar and rubber in the XIX century, for its low industrial demands meant that an independent country richly endowed with the factors of production, Brazil, could begin producing on an unprecedented scale. Cheap fertile land and slave labor allowed coffee prices to plummet after 1820 and remain low until the end of the century creating supply-induced demand. Brazil's exports jumped 75 fold between independence in 1822 and 1899 (Topik).

Its trade intensified relations between the cultivators in the South and the consumers in the North. In economic terms it was the third most valuable world-trade commodity at the end of the XIX century. Dominated by European consumption and the production of European colonies at the century's onset (Topik).



At the beginning of the XIX century nearly all coffee sold in the world was produced by European colonies. Two-thirds came from French colonies. But despite the high tide of the imperialism as political system, colonialism would cease being important in coffee production. (Though colonies certainly continued to be vital to the production of tea and sugar.) This occurred precisely at the same time that coffee consumption rose vertiginously in most European colonial powers.

FROM THE TROPICS TO THE MARKETS

3. From crop... to commodity Modernization of infrastructure

Exporting and importing countries improved transport by constructing railroads and ports and effecting marketing economies of scale in which production costs remained level while output increased. This combined with the exogenous benefit of greatly reduced international shipping costs and the world's most efficient internal transportation system and an elaborate marketing network stimulated a rapid rise in per capita consumption. Coffee became truly a mass product for the first time in the U.S. (as well as in Europe) (ed. Topik).

TROPICS

The transportation revolution lowered transaction costs and fueled the vertiginous trajectory of the Atlantic coffee economy.

Dutch and French markets lead the coffee insertion as commodity. Although, at the end it is Germany the country which takes larger advantage. By mid XX century Germany is the largest coffee re-exporting economy



Hamburg, the port was founded in 1189 by Frederick I, and the first charter of the city was granted in 1410. Coffee only introduces itself by coincidence and luck in the largest industrial and commercial facility in its epoch.



Initiative shown by the new social classes, bourgeois and merchants, pushed upon governments on policies formation. Their leadership conducts the development and modernization of ports and cities such as Hamburg and Bremen.



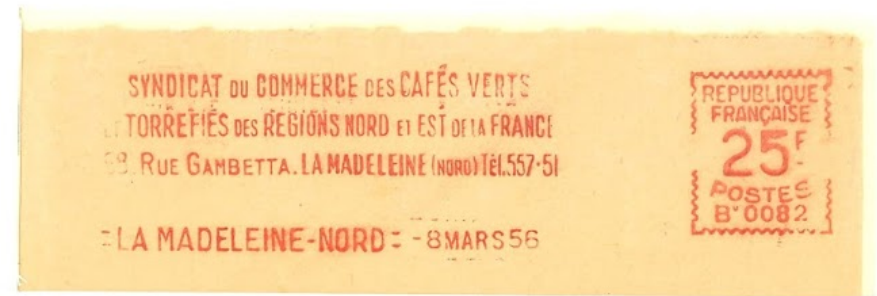
FROM THE TROPICS TO THE MARKETS

3. From crop... to commodity Consolidation of a basic marketing model

Importers describe their tasks: they were proficient in buying coffee beans back in producing countries. They knew coffee had to be acquired at an advanced stage of processing, although not roasted. They procured treated coffee, not the complete fruit, and they preferred green coffee, without humidity, ready to be roasted.



By the end of the XIX century and the beginning of the 1900s defined roles were clear for both producers in the tropics, roasters, wholesalers and "prophets" in Europe and USA.



Bref, samt alla slags försändelser, ej öfvershiggande 125 gram i vikt beföras till alla orter inom Göteborgs område för 3 öre.

gatan

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EXPORT YEAR 1984

CORREOS

Exporters began to show newly learnt skills. A good number related to the exportation process itself: packing, moving in gross, although not specialized marketing so far. Part of them dealing with the commodity structure of metropolitan markets (ie bourses, etc.).

1898 Gothenburg's private local mail

The Port of Gothenburg, founded in 1621 by King Gustavus Adolphus, at the mouth of the Gothia River is the largest harbor in the Nordic countries. Trade is the first pillar of its economy; historically, Gothenburg was home base of the 18th century Swedish East India Company. The second pillar has traditionally been manufacturing and industry, including, from the founding of the city until the late 1970s, a world-leading industry in shipbuilding.

FROM THE TROPICS TO THE MARKETS

3. From crop... to commodity
Consolidation of a basic marketing model

The historical spirit of a commercial and defensive confederation of merchants, guilds or associations of merchants (something between a trade union and a cartel) known as *hanseatic* provided dynamism to the market. During the age of the Hanseatic League from the 13th to 17th century, Hamburg was considered among the three largest ports in terms of its position as a central trading node for sea-borne trade.



The explosion of production in independent countries, made the beverage available to urban workers and even occasionally to rural residents. A new class of importers and wholesale roasters finds a place in the production chain.

Specialized affluent enterprises are created in Europe (France, Netherlands, Germany and Great Britain) and the USA. Large warehouses were built in every major entrance to Europe



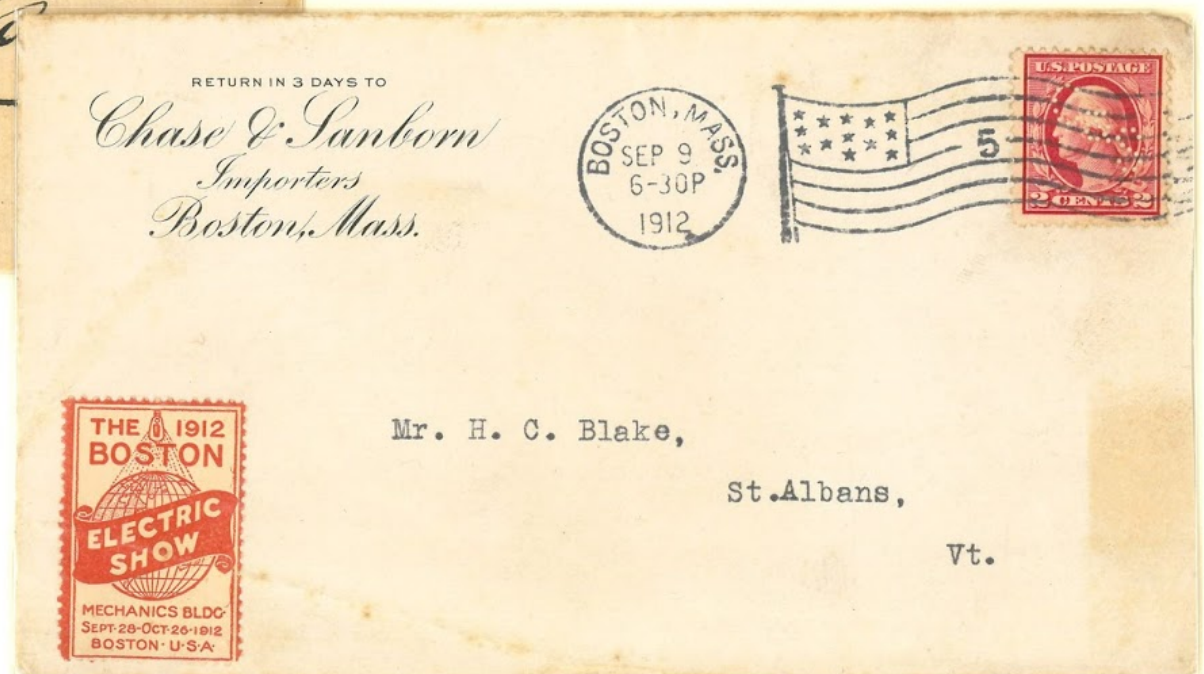
Large warehouses were built in every major entrance to Europe. Wholesale markets operated next to the docks in Amsterdam, Hamburg and other large ports. Bordeaux on the Garonne River in France offers a protected access to ocean liners and cargo ships. Bordeaux is the world's wine industry capital and therefore a chief market location for other commodities. Prices in the Amsterdam market demonstrated the extent to which the world coffee economy had become integrated (by the second half of the eighteenth century).

C & S = Chase and Sanborn's perfin



Edmund Schluter & Co.'s perfin: E S & Co.

Schluter SA is a family company founded in 1858, which specializes in African coffees, with a particular focus on the gourmet sector. It has offices in Britain and their headquarters in Geneva, Switzerland. Schluter SA is now run by the sixth generation of the family. They care for the principles of tradition, experience, sustained relationship and cooperation. Thus, they trade in a socially responsible and ethical manner, and are able to supply various certified and traceable coffees from across the African continent



FROM THE TROPICS TO THE MARKETS

3. From crop... to commodity
Consolidation of a basic marketing model

Blending and the creation of brands is an evident beginning of settling in the market

In addition to imports, roastery, and wholesale sales, there are market's niches for distribution and retail sales.

Nom et adresse de l'expéditeur | Naam en adres van de afzender

*Mme & Mlle Buisson
Cp Louis Buffet Taspasse
Terreze 24 Bis
Futurages*

CARTE POSTALE
POSTKAART

PATURAGES
D-91064-6
D 1

924090

*Course Station
Reg Permons
48 Rue de
Loup*

CAFÉ CORSO
TOUT L'AROME DES TROPIQUES

PUBLIBEL 2028

Café Corso is a popular name. Besides Antwerp, other coffee shops with such name are located in Cluj Napoca, Romania, Milan, Dachau, Innsbruck, Melbourne Southbank, Prague and Mar del Plata, Argentina.

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Färberei
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Special-Geschäft
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Bis zur Linie abzuschneiden.

Local postal stationery Berlin's Hansa Transport Agency with ads.
Hugo Klose's was a coffee and tea retailer (neighborhood grocery)

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CONCESSIONNAIRES DEMANDES
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PAPIERS
BR E P O L S
Embelliront votre demeure

Frs. 625-750-925-1.250
DEMANDEZ DOCUMENTATION
64, rue Delocht
BRUXELLES
III
TÉL. 15.09.50

As a rule, is difficult to make the difference between the names postal money order and postal cheque. Cheques postaux resembles more a cashier's cheque.

FROM THE TROPICS TO THE MARKETS

3. From crop... to commodity Consolidation of a basic marketing model

Countries resume a national commitment in helping to open foreign markets. Public policies of exports subsidies and related measures are articulated by authorities or by private agents, the actual exporters.



ICA specimen of franking machine added to the Post Office Registry form.

Markets become organized. By the end of the XIX century a new set of commercial roles is well-defined.



Agents, buyers particularly, are a movable population. They are continuously replaced by new corporations and organizations. Exporters and importers whose coffee related interests are commented in this page have, all of them disappeared before the Second World War.



Papua New Guinea' ANGCO meter. Only reported.



What is an exporter role?

From an authorized voice in Papua New Guinea: "PNG's banks are historically opposed to lending to coffee industry operators, considering it risky. This is where PNG's registered exporters come in, for they alone finance each season's crop, a huge amount in hard currency. This is something which is not widely known outside the industry. Our exporters must ... also be able to trade effectively in the money-market, negotiating advances or loans from overseas. Exporting coffee is a complex, high-risk business, and a great many registered exporters have folded over the years. Among these ... ANGCO Ltd., and Coffee International Ltd., plus many smaller entities" (<http://malumnalu.blogspot.com>).

Re-exports is a new commitment for wholesale roasters and traders. German merchants soon learn to develop consumer markets.



Markets inland far from ports place a new challenge.



THE AMBASSADOR HITS THE MARKET

1. The marketing mix.

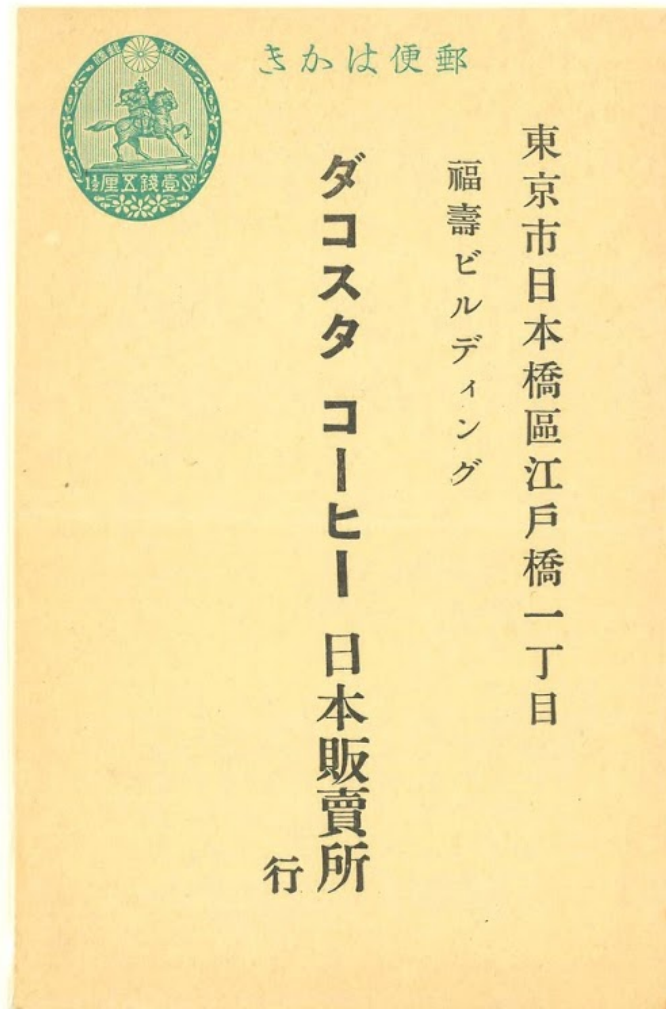
Price and place. Direct marketing. Sales by mail.

Direct mail sales were very popular all through the XX century. After Montgomery Ward, produced the first mail-order catalog in 1872, the strategy proved quite successful. The basic marketing initiative was lowering the prices by removing the middlemen at the general store. Marketing messages are addressed directly to this list of customers, members of a target market.

For coffee, to perform as an ambassador, is a marketing challenge. Therefore marketing mix could be used as a strategic model.

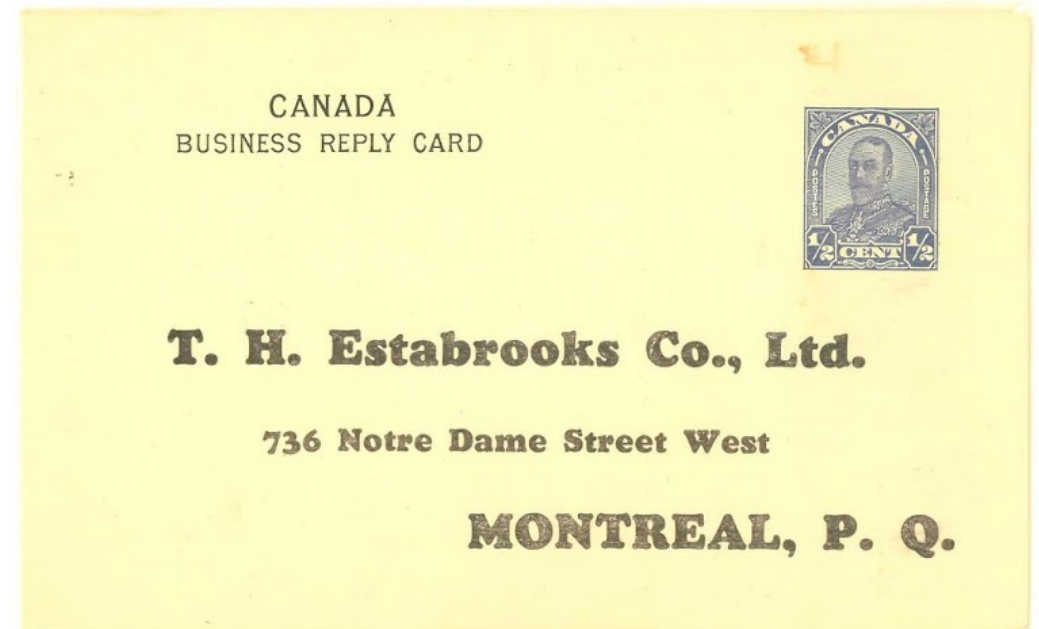
The marketing mix is the most frequently utilized among marketing theories of business strategies. Originally attributed to Neil H. Borden (1965), the concept consisted of twelve components: fact finding and analysis, planning, pricing, branding, channels, selling, advertising, promotions, packaging, display, servicing, and handling. Over the years these principles of the marketing mix have evolved into the 4P's product, price, place, and position. We are going to use a combination of these two approaches.

1930s Canada Red Rose Coffee Order form (blanc de commande)



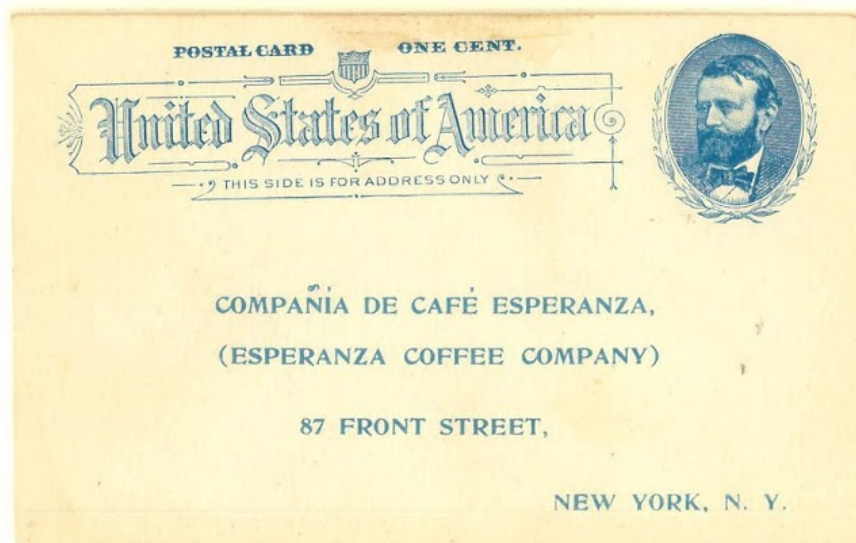
Japan 1920-30s PS used by Dacosta Coffee. Transaction in this case was fully completed by mail. Payment was done in the post office as a transfer into a postal account.

CAFÉ LA ESPERANZA Order form with postage prepaid. Issued in the 1910s, the US postal card authorized to circulate with one cent prepaid rate was intended for customers within 150 miles around New York City.



Löfbergs small coffee package acknowledge of receipt

Löfbergs Lila one of the largest coffee roasteries in the Nordic countries, was founded in Karlstad, Sweden, in 1906 by the brothers Josef, Anders and John Löfberg. The company, still family owned, had in 1990s a 20% market share in Sweden.



83 454 Karlstad 1		Plats för frankering och datumstämpel	
Från Avsändarens namn och adress AB ANDERS LÖFBERG Hamntorget, 661 06 KARLSTAD		SVERIGE öre 740 öre	
Adressat Herr Martin Hellgren Fageråshöjd 660 60 MOLKOM		Ankomstnr (för asspaket)	
Till Paketets innehåll Kaffe		Assbelopp kr	
Paketet kvitteras (ej med blyerts- eller färgpenna) Adressatens namnteckning <i>M. Hellgren</i>		Leg.sätt (för asspaket)	
Datum 21/12 19 72		Utlämningsdag 21.12.72	
Budets namnteckning (endast betr. asspaket)		Paketets ank.dag 21.12.72	
Budets adress		Vikt i kg	
Sign. <i>1013</i>			

THE AMBASSADOR HITS THE MARKET

1. The marketing mix.
Price and place



Hills Bros
Coffee, Inc.

Among the first decisions composing the marketing mix are: where to sale and what should be the price or prices to charge.

The key factor regarding *price* is to cover operating costs and, at the same time, to remain within the range customers are willing to pay. Competition prices and utility margin are the other important factors.

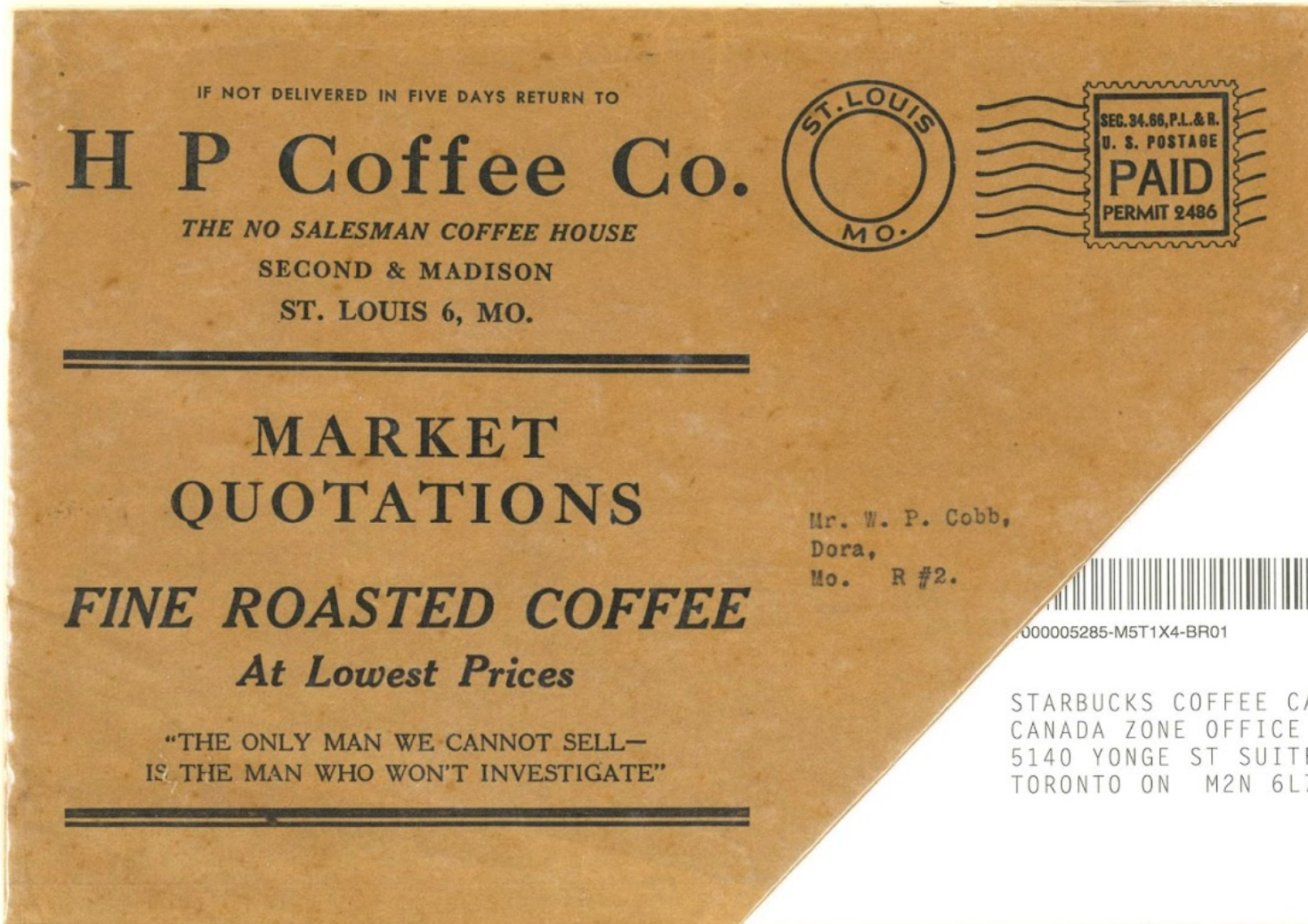
Place refers to the distribution channels. Examples of those channels are: vending machines, stores, catalogs, and websites. Regarding coffee there are two different levels of decision on price: first is when buying it in the tropics. Second, while selling in the consumer's markets. In the retail market, price is set according to consumer proximity as well as product differentiation. In the wholesale market there appears dumping, local protection and the international agreements draw the scene.

Local grocery stores are a bit more expensive than supermarkets. The high volume of sales determines the price in the supermarket. However, the neighborhood grocery might handle certain selected brands or mixtures.



- Same product:
different markets = different prices
- neighborhood grocery
 - supermarket
 - sales by mail
 - deli cafeteria

Marketing designed a different strategy for every segment of the market.



000005285-M5T1X4-BR01

STARBUCKS COFFEE CANADA
CANADA ZONE OFFICE
5140 YONGE ST SUITE 1205
TORONTO ON M2N 6L7

THE AMBASSADOR HITS THE MARKET

1. The marketing mix. Price and place
Trade organization.



Official mail, Costa Rica's Instituto de Defensa del Café.
Free franking—or use of official stamps—authorized when stamping the appropriate Institution seal.

This Institution was created in February, 1933, by Law #121 and its goals are to protect and improve coffee agriculture and industry. It has responsibilities regarding sales systems, relations with international organization and even the creation of a Bourse. Also deals with insurance and customs matters.



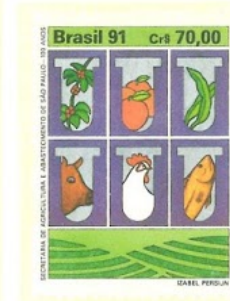
African and Madagascan Coffee Organization (OAMCAF), created in 1960 in Antananarivo, Madagascar, disappeared in 2007, after 30 years of existence. Today, there exist an African and Malagasy Robusta Coffee Agency (ACRAM).



The Food and Agriculture Organization of the United Nations (FAO) organized a coffee and banana summit in the recently founded country Ivory Coast. This had emerged as the world's largest cocoa exporter and during the 1960s and 1970s was Africa's largest coffee exporter.

The key agents in setting the prices are international agreements and international boards; producers and importers associations, and governmental institutions dealing with technical and political support.

The significance of coffee for national economies is a result of its role as commodity. Among the services provided by governments are income support programs, price regulation, purchase and store of excess over demand, and technical assistance.



National ministries and technical agencies of agriculture are crucial.



Manuel Mejia, known as Mr. Coffee for his commitment to the industry, created the Colombian Coffee Bank, the Agricultural Insurance Company and contributed to the organization of the Gran Colombiana Merchant Fleet.

Private associations regarding national organization local market are created both by exporters and importers. A trade association, or sector association, is an organization founded and funded by businesses that operate in a specific industry. They deal with public relations activities such as advertising, education and publishing, political donations, lobbying, but its main focus is collaboration between companies or standardization. Associations may offer other services, such as producing conferences, networking or offering classes or educational materials.



THE AMBASSADOR HITS THE MARKET

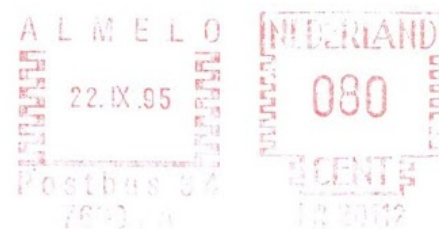
1. The marketing mix. Price and place
Trade organization.

Understanding between producers and importers is a condition for smooth running of the market.

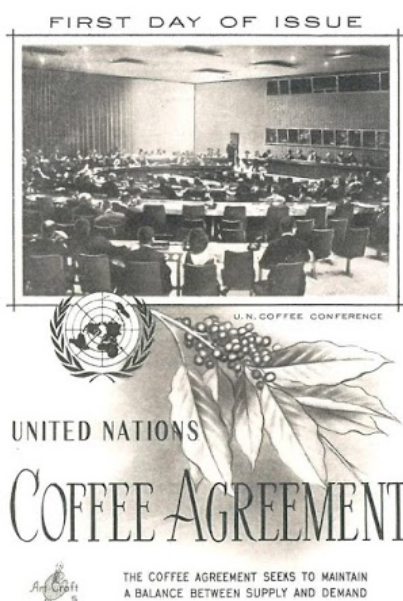
The International Coffee Agreement (ICA) is an international commodity treaty among coffee producing countries and consuming countries. First signed in 1962, it is aimed at maintaining exporting countries' quotas and keeping coffee prices high and stable in the market, mainly using export quotas to steer the price.

The ICA has been ratified seven times; the latest in 2007.

International agreements and international boards; countries, producers and importers agree on quotas and prices.



Coffee's rapport fraema produced by Neutebbom (Almelo Postbus 34), coffee roasters since 1891.



Doug Elliott
1805 E. Elmdale Ct.
Shorewood
Wisconsin 53211



Not always successful.



Earlier efforts, such as summits in 1958 and 1961, conducted to conventions and agreements, cooperative though *not always successful*.



Governments and political forces, such as the Revolutionary Party (CCM) in Tanzania, commit in supporting the coffee policies.



Convenio del Café
Spanish for Coffee Agreement.

The first two Agreements contributed significantly to strengthening the economies of the coffee producing countries and the development of international trade and cooperation.

Changes in the pattern of supply and demand, resulting in an increase in prices, led to the collapse of the quota system in 1973, and the ICA was extended with all economic provisions deleted. The Organization continued as a centre for collecting and disseminating information and as a forum for negotiating a new Agreement.



THE AMBASSADOR HITS THE MARKET

2. The marketing mix. Promotion.

Promotion is the most visible part of the marketing strategy. It includes shows, congresses, samples, sales by mail and what could be named promotion itself, part advertising and part public activities. Raffles and sweepstakes, contests and festivals, sales, outlets and auctions, discount coupons and other rebate forms, all of them are promotional activities.

Uncertainty: Congo or Zaire.
Upright and inverted overprint



Rio 1908
Exposition PSE
1. Local mail rate.
2. Exterior mail -
stamp added.

Coffee among the
goods to exhibit.



Tag of sample sent from Dakar, Senegal (Afrique Occidentale F.) to Paris including a paper cut giving evidence of the law authorization for this sort of exports under such postal rate.

Bulk mail. According to the permit, the post office is sometimes authorized to resend or destroy the items. In this case, sender was advised (Sender Notified).



Because we have sincerely missed you . . . the valuable gift pictured on the other side is
Yours FREE.. Just for Re-Opening or Adding to Your Account Within the next 10 Days!!

Yes! A FULL one LB. can of Maxwell House Coffee PLUS the famous "Measure Master" Jar that saves coffee—keeps it fresher—prevents waste! Measure Master pours exactly one spoon per TILT, —so you're sure of perfect coffee EVERYTIME!

You get BOTH FREE, if you re-open or add to your account in the next 10 days! Please bring this card with you.

THIS DOES NOT APPLY TO PAST PURCHASES

KAY JEWELERS
TWO GREAT STORES TO SERVE YOU

7 West Lexington St. • 3420 Eastern Ave.

KAY JEWELERS
7 W. Lexington St.
Baltimore, Md.

Sec. 34.66, P. L. & R.
U. S. POSTAGE
PAID
Baltimore, Md.
Permit No. 726

Sender Notified
Mr. Henry Turner
Rt. 13, Box 237
Cape May Rd.
Balto. 20, Md.

FORM 3547 REQUESTED

THE AMBASSADOR HITS THE MARKET

2. The marketing mix. Promotion Samples.

A sample is a portion of a product (for example, beauty goods) sent by mail or given to consumers in retail stores or other venues. Samples are given free of cost to wholesalers, retailers and consumers so that they may try a product before committing to a purchase.

During the second half of 19th century and first half of the 20th, producers sent samples to an ample array of customers and wholesalers. At the same time roasters and wholesalers mailed similar samples to their business partners in other markets.

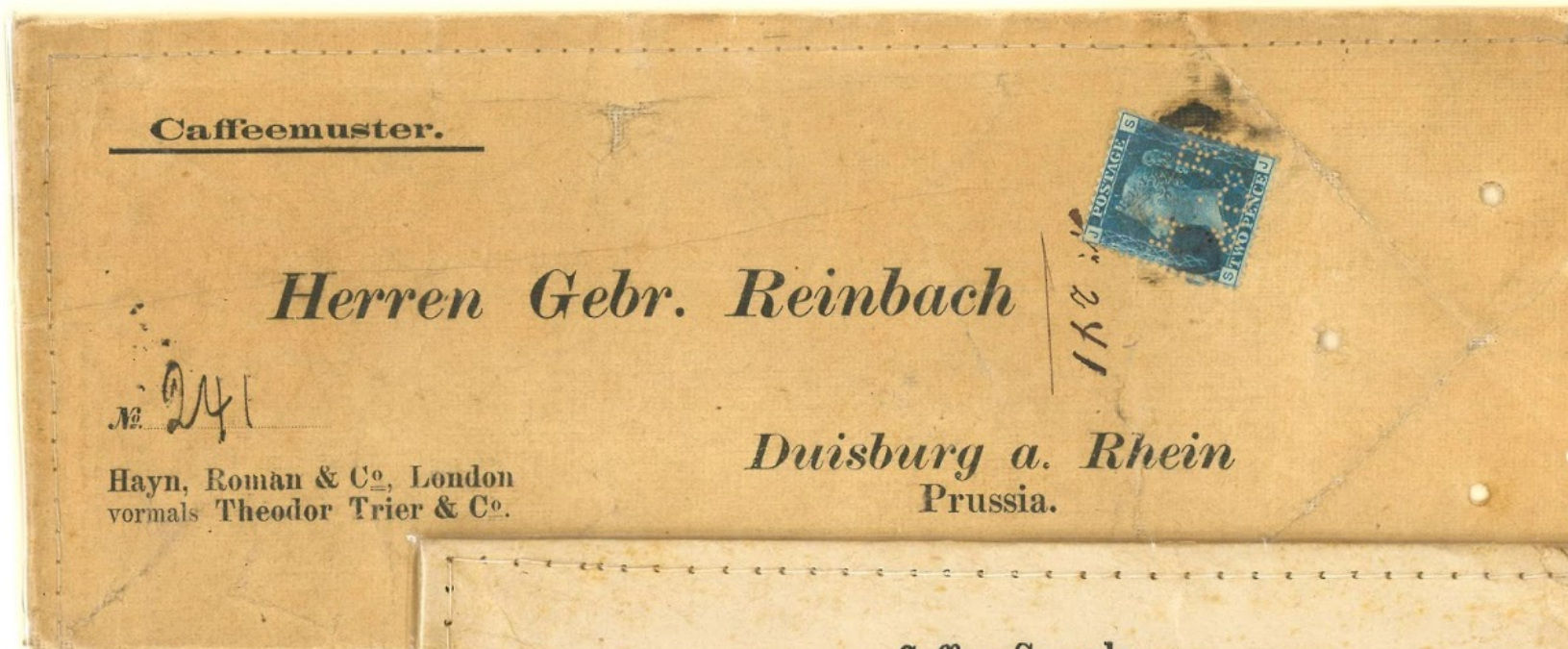


Bag label sent along with a coffee sample in 1936.

Addressed to a bank settled in St. Helen's Place in the 1830s and still doing business, with the same name, today.

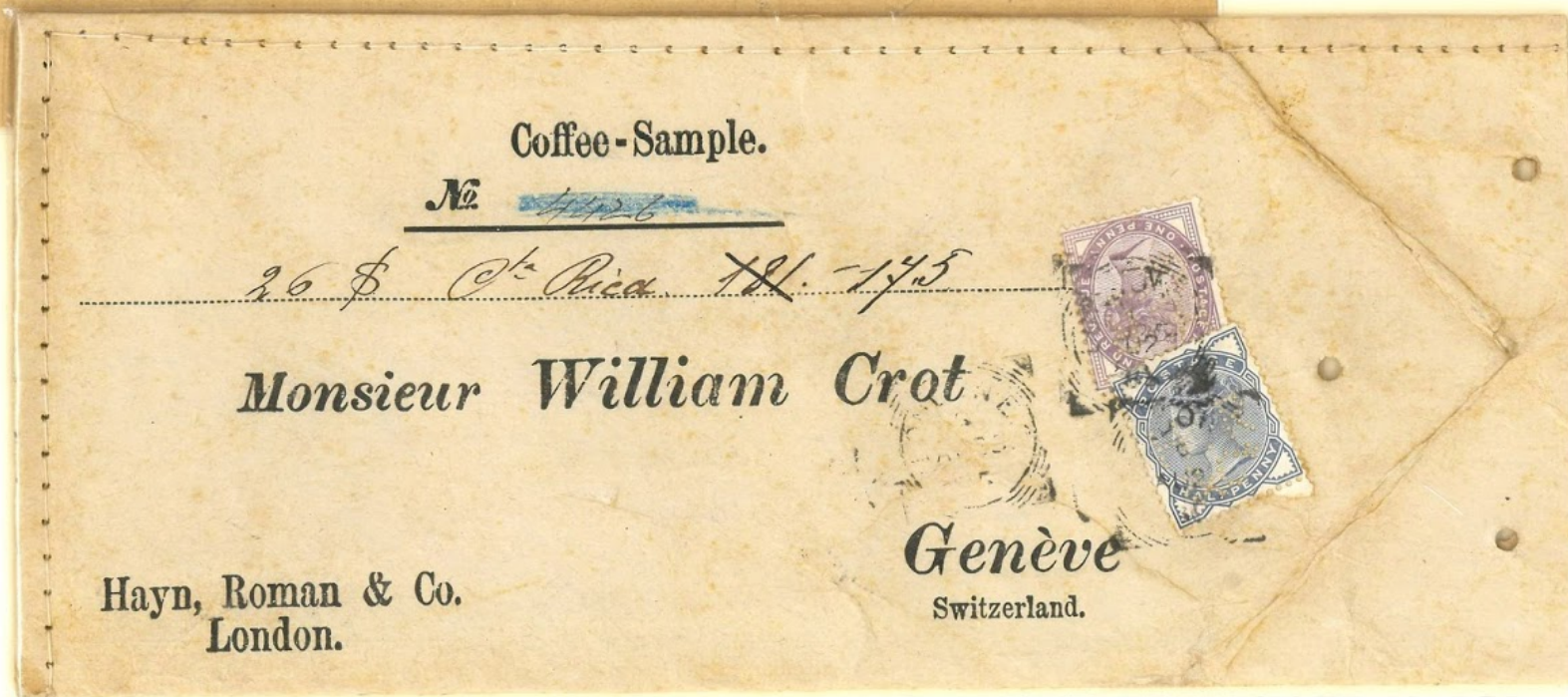
Samples are handed free with two intentions: to let the consumer test the product, and to obtain the consumer's loyalty.

Sample's purpose is to acquaint the consumer with a new product, although it is an expensive method of targeting channels and customers; actual sales have proven low in almost every product.



Hayn, Roman & Co. of London was, in fact, a globalized company. The Romans, Walter and Alphons Maximilian Leopold were citizens of Hamburg; Henry William Hayn came from Le Havre and Charles Eugene Ritter, from Britain. The partnership lasted from 1860 to the 31st of Dec., 1907, when it was dissolved (London Gazette, Feb. 14, 1908). Preprinted sample envelopes would confirm the company to be a European holding.

PERFINS H R & Co. for Hayn, Roman & Co. in the stamps used to cancel the rate
Letters mailed in 1870s and 1885, using respectively 1860's 2p and 1881/1884 ½ p and 1p.



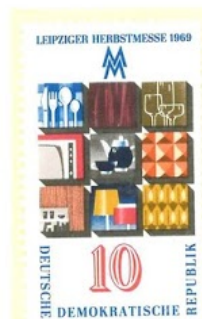
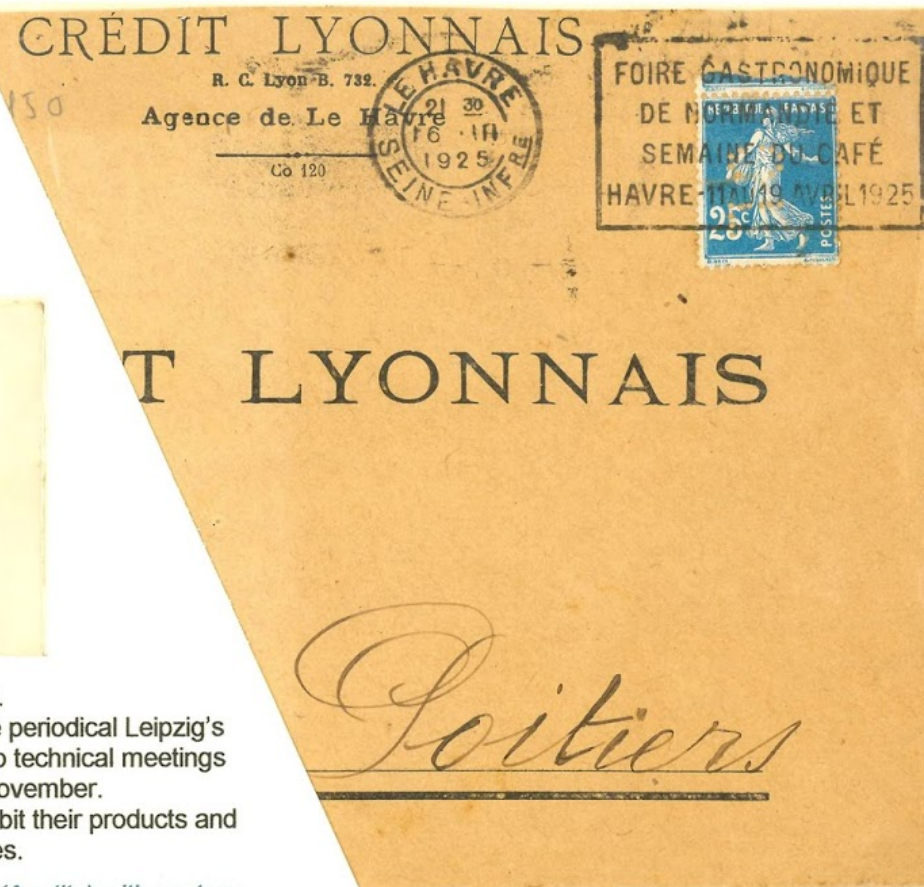
THE AMBASSADOR HITS THE MARKET

2. The marketing mix. Promotion Fairs, shows, congresses.

Shows are classified in three groups: customer fairs, trade fairs and hybrids of the two. Trade fairs, also known as trade shows, exhibitions or expos, allow companies in a specific industry to showcase and demonstrate their service and their latest products; also to examine recent market trends and opportunities.

Consumer fairs are open to the public and address general knowledge about broad characteristics of the products. They usually include retail price promotions and contests. Hybrid fairs are open to both, experts and ample public; although sometimes is not easy to complement dissimilar interests.

Promotion includes diffusion and educational programs; congresses, shows and seminars and the like.



There is a long list of activities related to coffee. The list includes, from general fairs such as the periodical Leipzig's and the gastronomic fair in 1924 in Le Havre, to technical meetings such as SINTERCAFE'S Coffee week every November. EXPHORE is a yearly fair where suppliers exhibit their products and services for the gastronomic and hotel industries.

Actual full cover of a circulated food magazine (Apetito) with postage prepaid indication and the post office logo printed.



SINTERCAFE is a non profit organization founded in 1987, whose goal is the promotion of Costa Rica's coffee, governs the International Coffee Week, an annual event known worldwide gathering producers and consumers. Every November, more than 500 participants share the opportunity to exchange information and experiences.

EXPHORE
EXPO-HOTELES Y RESTAURANTES

21-23 Junio, 2011
www.exphore.com



- **Nicoya:**
- **Bomba de tiempo**
- **Aranceles ahogan al vino**
- **Un extraño en la cama**
- **El Castillo planea crecer un 40%.**
- **Exphore en el Nuevo Pedregal.**

Violeta Perez A.
Cafe Urbano
Apartado 45-2150

11401 San Vicente, Moravia, San Jose CR



Porte Pagado
Port Payé
Permiso N°130

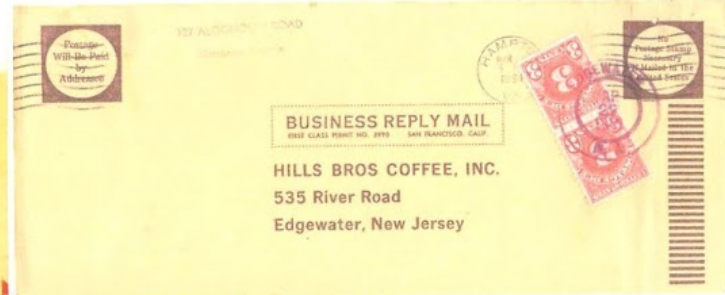


THE AMBASSADOR HITS THE MARKET

2. The marketing mix. Promotion

Direct mail marketing: sales plus promotion.

Methods like direct mail marketing still work and they are still cost-effective. While postage rates have increased, direct mail sales allows bulk mail discounts that can be substantial. In fact, the cost per sale can be less with direct mail that is directed at a target audience. when correctly performed.



To order... enter specifications below

CASES CONTAIN	SIZES PACKED	GRIND	NO. OF CASES
24	1/2 LB.	REGULAR	
24	1/2 LB.	DRIP	
24	1/2 LB.	FINE	
24	1 LB.	REGULAR	
24	1 LB.	DRIP	
24	1 LB.	FINE	
12	2 LB.	REGULAR	
12	2 LB.	DRIP	
12	2 LB.	FINE	

INSTANT HILLS BROS COFFEE
rich, strong coffee

...this instant



CASES CONTAIN	SIZES PACKED	NO. OF CASES
24	2-oz.	
24	6-oz.	

When ship _____

Freight prepaid to railroad destination on shipment of 3 or more cases

PAPER-FREE ENVELOPE IS FOR YOUR CONVENIENCE IN MAILING REMITTANCES AND PLACING ORDERS.

Founded in S. Francisco in 1878, Hills Bros' direct mail marketing scheme used an innovative packing system.

The Business Reply prepaid rate was not acknowledged and a 6 cts. due was collected.

Direct mail strategies allow getting in contact with customers not only via their purchases, but also with literature, coupons, reminders and feedback mail.

Zeitungsbezugschein

Vertriebskennzeichen	Monat	DM	Pf
7349		1	80
6380	Jan	4	29
1045		3	-
Verspätung - Nachlieferung			
zusammen		9	05

erhalten MILHEIM den 5. Mai 1963

Unterschrift des einziehenden Beamten

Heinz Meyer & Co., Bremen

Der einziehende Beamte Zeitungsbezieher auf Verlangen in die Zeitungsstammappe geht hervor, für welche Höhe Zahlung zu leisten ist. Wenn Sie Ihre Zeitung ohne weitere Beziehen wollen, bis neue Bezugszeit die Zeitungsgebühren zu zahlen, sobald die Post mit dem Einziehen beginnt. Das Einziehen der Beträge durch die Post wird spätestens am 20. des Monats vor Beginn der neuen Bezugszeit beendet. Für Bestellungen nach dem 25. müssen wir eine Verspätungsgebühr von 30 Pf und für die Nachlieferung bereits erschienener Nummern, falls sie gewünscht wird, eine weitere Gebühr von 15 Pf erheben. Bei Zahlungen auf Rechnung...

"The House of fine coffee and tea" was founded in 1934 by Ernst Jacob Walter Messmer, a merchant from Hamburg. One of his business lines consisting of a mail order for coffee, pastries and confectionery ended in 2002 due to bankruptcy.

0260

Hamburger
Qualitäts-Kaffee
Walter Messmer
2 Hamburg 33

DEUTSCHE BUNDESPOST
030

An die

Stadt Itzehoe
Abt. Gewerbesteuer
(Magistrat)

221 Itzehoe

=====

Walter Messmer
HAUS FÜR FEINEN KAFFEE UND TEE

2000 Hamburg 33
Bitte nicht verwechseln mit Marke Meßmer
Falls Adressat verzogen, bitte mit neuer Anschrift zurück

Walter Messmer gehört zu den führenden Häusern an der Wasserkante

Achten Sie stets auf den vollen Namen Walter Messmer

THE AMBASSADOR HITS THE MARKET

2. The marketing mix. Promotion Gift vouchers and coupons

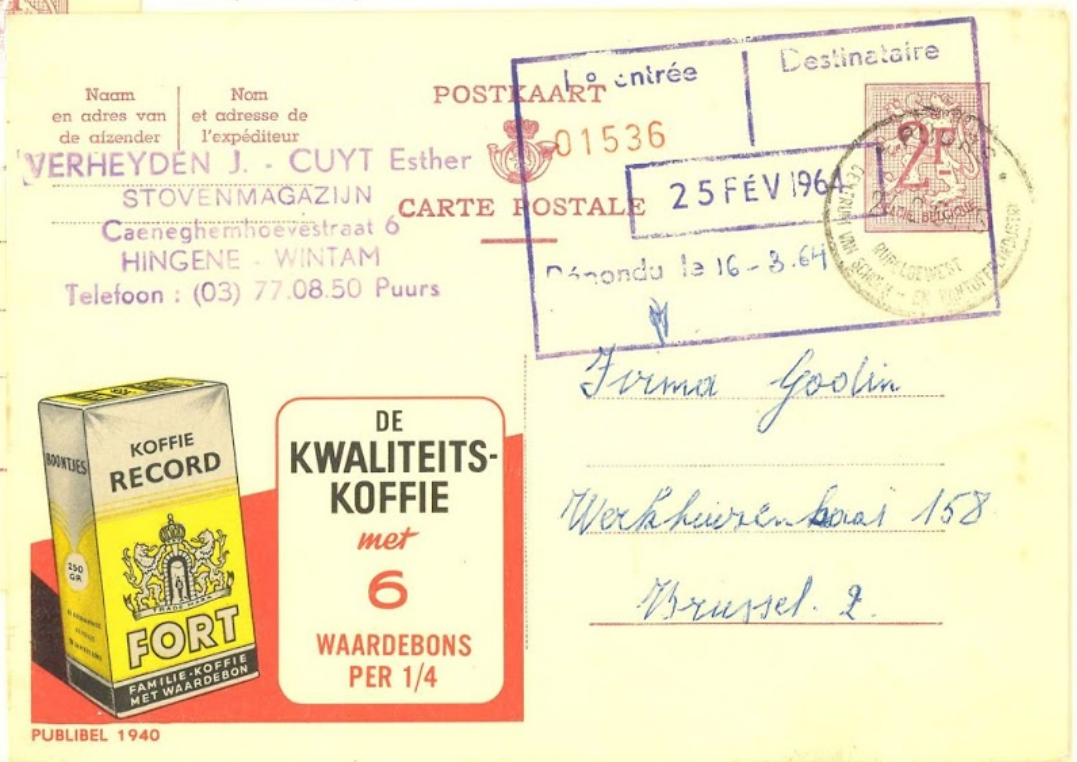
Vouchers and coupons to be exchanged for discounts, samples of coffee or other goods, are part of a very effective promotional strategy.

The use of these as a promotional strategy requires a carefully designed policy. Aspects to be considered are, among others, costs (printing, mailing), limited use, expiry date, encashment and reimbursement policies, and methods for exchange (mail, specific shop, and additional requirements such as contests or other purchases).



Four discount coupons (Waardebons) earned with every purchase of 1 Kg of Record's Super Fort Coffee.

Six discount coupons (Waardebons) earned with every purchase of 1/4 of Record's Fort Coffee.



PUBLIBEL 1940

There are different types of gift vouchers depending on the nature of the business issuing them. Modern systems include gift cards, (Sunday) newspaper vouchers, printable online discounts, tourism and hotel vouchers and so forth.



The 6d postage due affixed as well as numerous green and red cachets stating NO E. C. LICENSE denies the printed assertion that postage was paid and no stamps were required.



Nescafé (of Nestlé) is probably the most familiar coffee brand worldwide. This mail coupon bestowed the consumer a free medium size tin of Nescafé.

(See the section dealing with Nescafé: Marketing Mix: Product).

The Business Reply Card postpaid rights weren't acknowledged by the Post and the astonishing amount of \$1.33 due was collected.

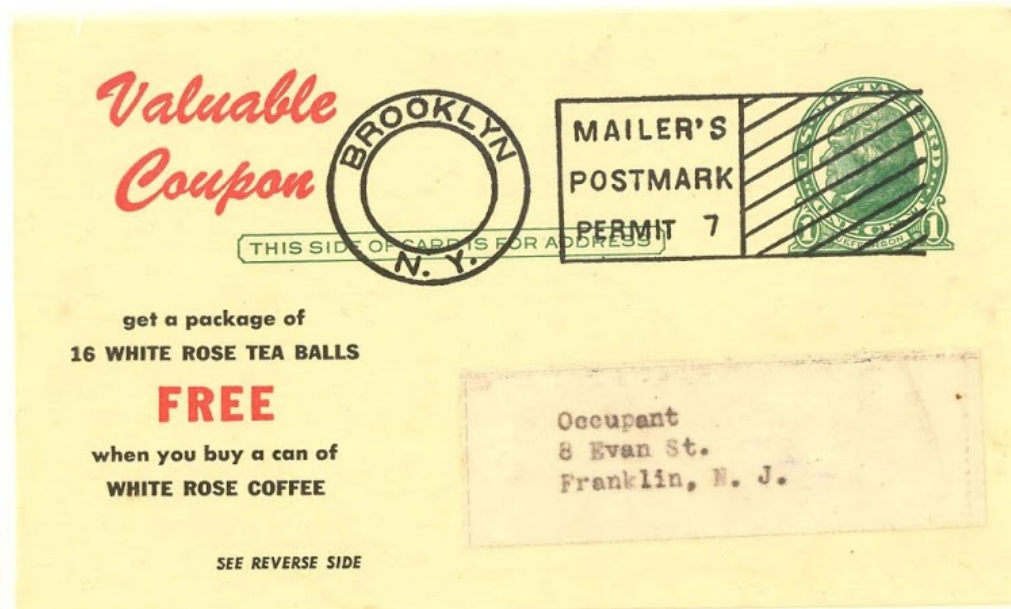
THE AMBASSADOR HITS THE MARKET

2. The marketing mix. Promotion . Gift vouchers and coupons.
The post office services to the order of marketing and scarcely paid for.

This was a particularly well conceived and quite successful marketing strategy designed by coffee roasters and retail brands. In certain countries, they obtained special concession from the post office, including in the same postal rate exceptional treatment, distribution to unknown addressees or identified by the existence only of a box number in a given route or agency.

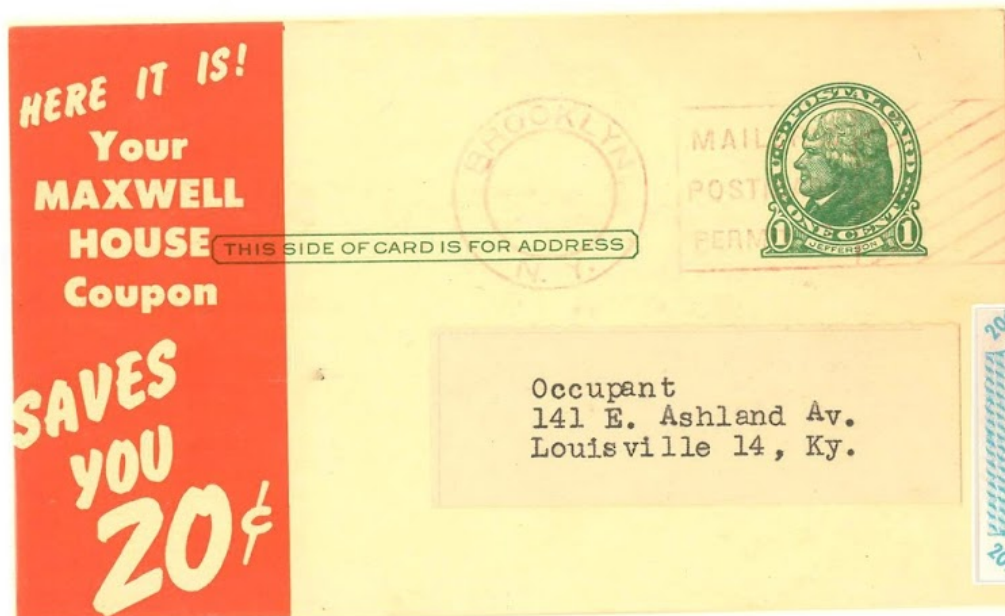
The three PS cards/coupons offering discounts from White Rose Coffee and Maxwell House are part of the same specimen bearing a one cent Jefferson indicia to cover printed matter rate. The three of them show also automatic machine cancellation indicating place name (Brooklyn and NY) though no date. These "postmarks" also include a postal permit number. Postal clerk seem to be obliged to obey such instructions.

Some vouchers and coupons were prepared with the intention to be mailed to anonymous addressees.

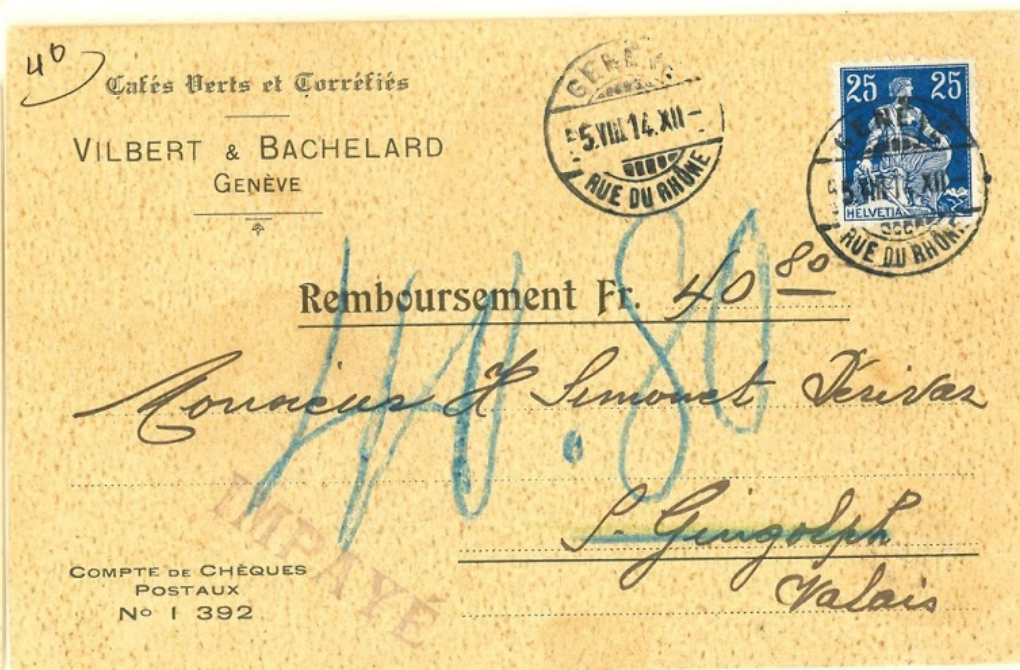
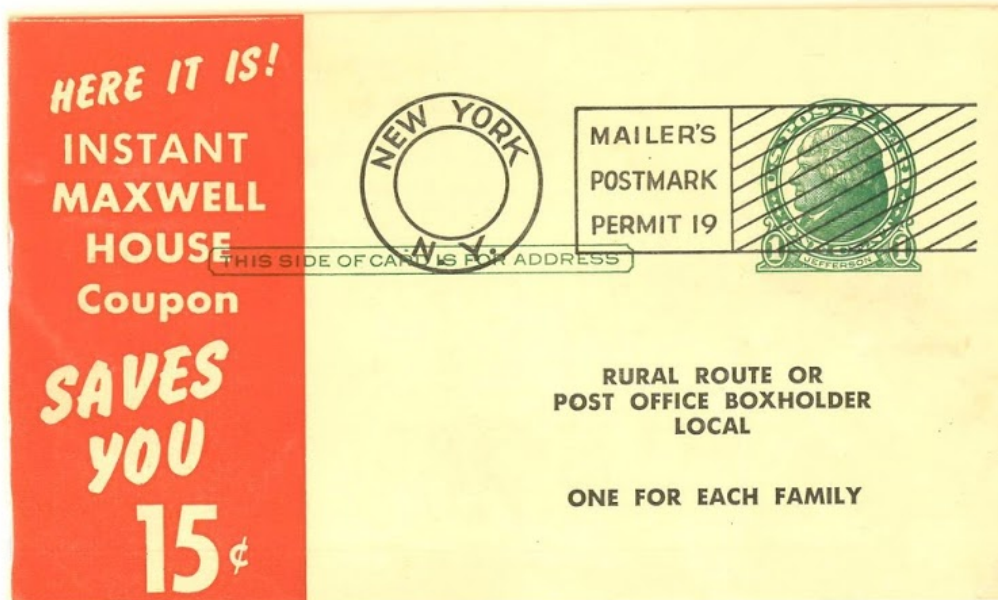


In the 1930 White Rose was a NY brand for canned food (as well as coffee and tea)

Maxwell House is a brand of coffee created in 1892. Joel Cheek named his new coffee blend in honor of the Maxwell House Hotel in Nashville, Tennessee. For many years, until the late 1980s, it was the largest-selling coffee in the United States.



Post Office produced additional services, some of them very well known in a wide number of countries. In this case, a Swiss reimbursement card to be charged to a postal checking account. The reimbursement was originated in an invoice's balance, however it was not cashed.



THE AMBASSADOR HITS THE MARKET

3. Position (positioning): strive for market share
Slogans and publicity.

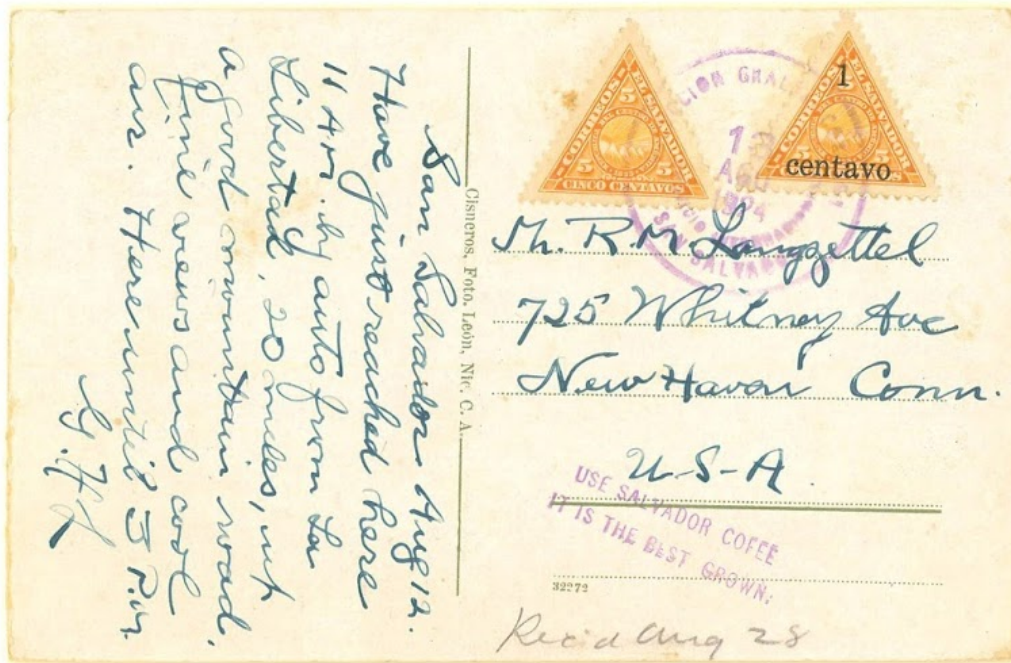
The discourse of publicity is a common place: "our coffee is the best"; "is the best grown"; "no comparison at all"; "unique bouquet"; great taste". All of this beside direct language: "buy this coffee"; "get this price".

The message from El Salvador "The best grown" appears as an innovation.

Central American countries attempt to obtain the "same" share of the market. All of them use similar strategies: differentiation (origin) and publicity.

Slogans are the base of campaigns and ordinary publicity. Every Central American country which produces for the international market has issued marks, cachets and other postal objects to support publicity.

This activity was strongly emphasized during the first half of the 20th century.



All the items included in this page show publicity marks printed all of them with the same ink used in the official post office CDS.



First airmail trip from San José to Cristobal, Canal Zone, of January 4, 1925 with additional cachet "Drink Costa Rica Coffee. It is the best in the World".

The 1941 cachet about Nicaraguan Coffee is probably part of the formal strategy lead by the (Bank) Banco Nacional de Nicaragua (supporting both national and clients' activities). It is shown in official mail of this period.



Ordinary rate to Australia covered with a stamp with the national banner framed by a branch of coffee.

THE AMBASSADOR HITS THE MARKET

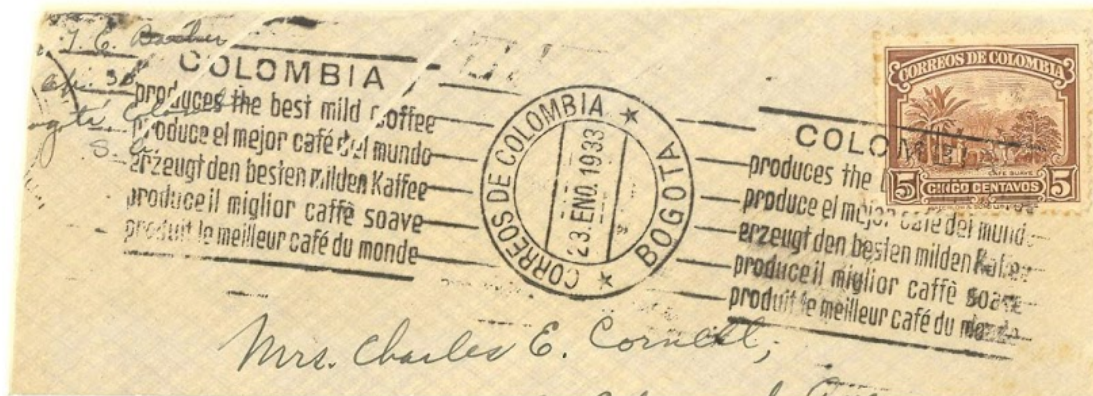
3. Position (positioning): strive for market share
The coffee routes from fields to ports.

More than twenty cities and important towns used this flag postmark intended for coffee propaganda. Here are included some scarce: BUENAVENTURA, MEDELLÍN, PASTO, PEREIRA, RÍO SUCIO, ZARZAL.



Colombia sees coffee as a national value: *Let the world know, let's swear our loyalty.*

Coffee is a good to talk about. Everywhere. In the fields, in the cities.
From the producing areas to the exporting ports such as Buenaventura and Cartagena.



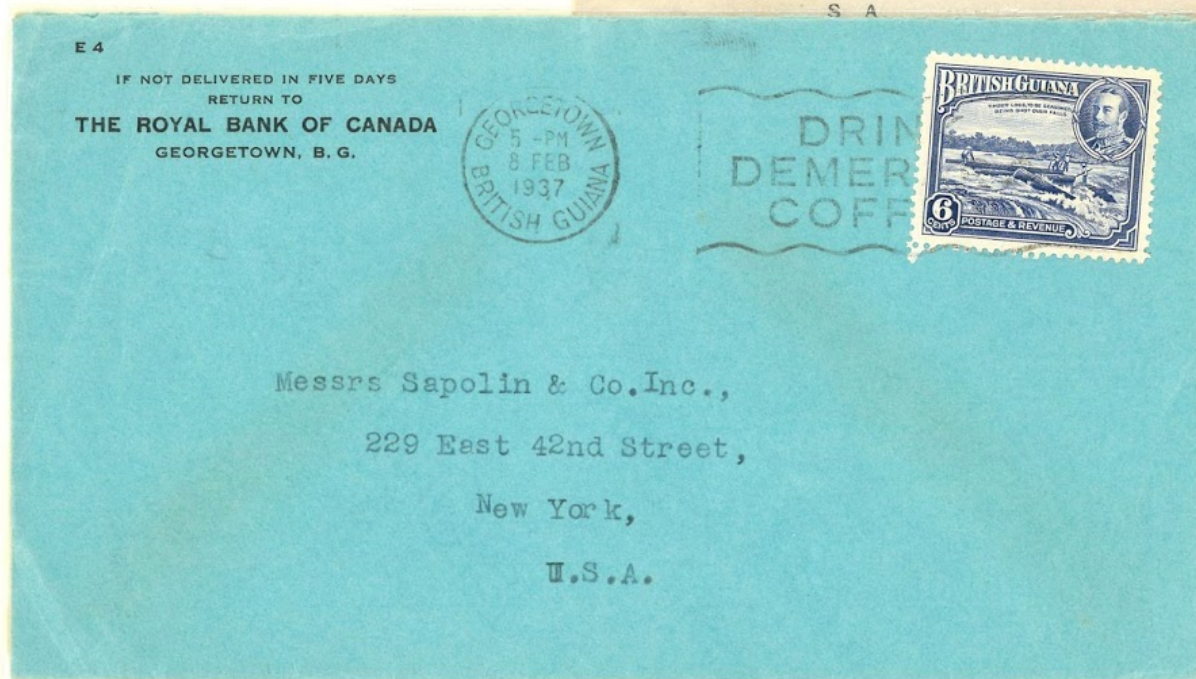
THE AMBASSADOR HITS THE MARKET

3. Position (positioning): strive for market share
Slogans and publicity.

National efforts add to publicity campaigns organized by exporters. Postmarks and special or commemorative cachets are issued regularly by almost every producer country, regardless their agricultural vocation.

Medellin rectangular place and date postmark with coffee ad integrated.

Central American countries are challenged by the Caribbean and South American producers.



The Caribbean has a long history of coffee production, particularly in islands with high mountainous regions and cool climates. Now they are outpaced by coffee plantations in South American countries, though Caribbean islands have distinctive soils and growing conditions that contribute to some very popular coffee varieties sold in worldwide markets.



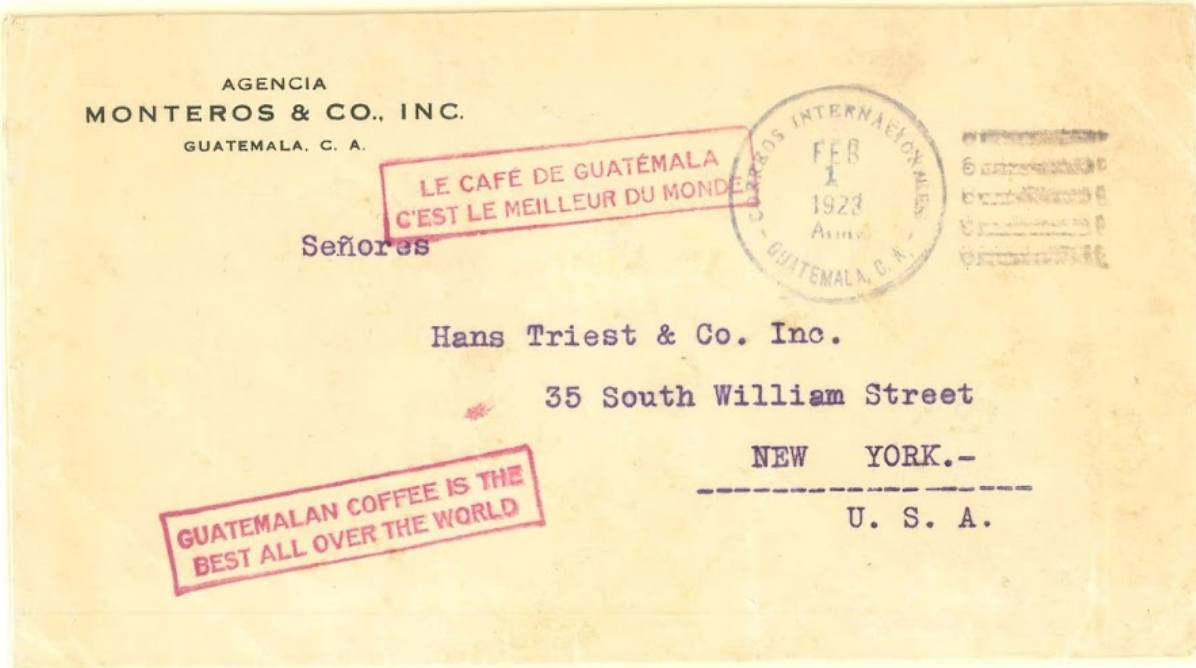
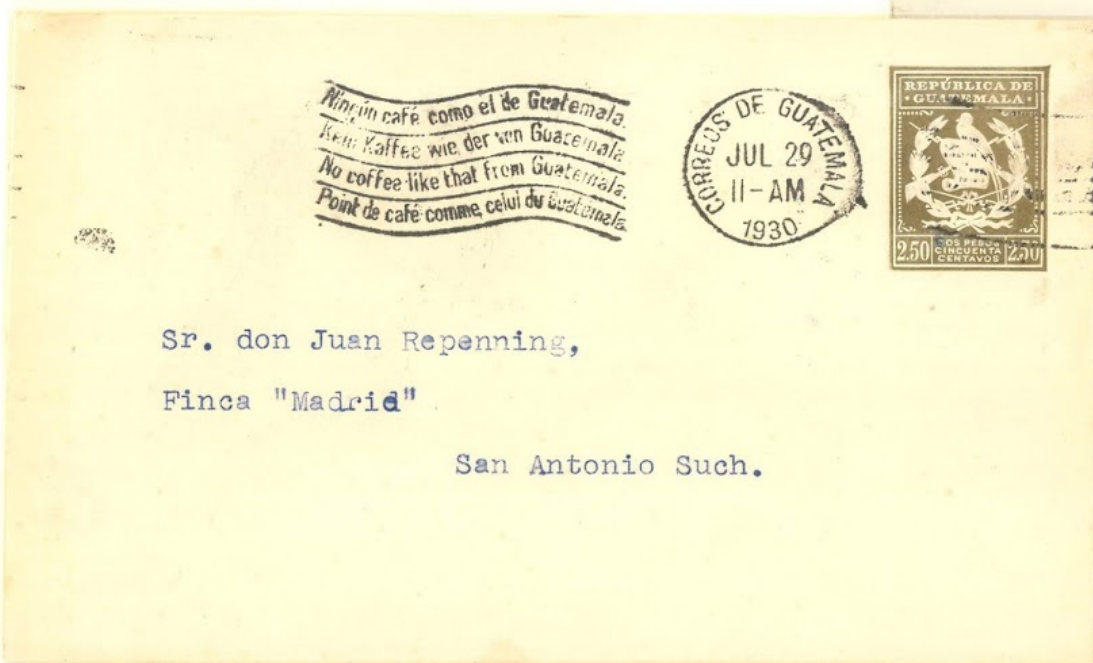
THE AMBASSADOR HITS THE MARKET

3. Position (positioning): strive for market share
 Countries, exporters and intermediaries learn how to deal with a complex commodity market.
 They learn to communicate even in other languages.

The legend "Guatemala produces the best coffee of the world", illustrates a curious case in which a country uses (printed in stamps) a tongue different to its official language to inform about its products. They use languages spoken in the countries where the consumers' markets are larger: English and German in first place.



- Some items shown:
1. PSE Surface rate. 2½ cents.
 2. Internal airmail rate to Petén.
 3. Inverted overprint.



THE AMBASSADOR HITS THE MARKET

3. Position (positioning): strive for market share
Consistency throughout the years. Replicate the message and let the consumers repeat it by heart.

Countries, and merchants design campaigns and messages to extend for years and years.

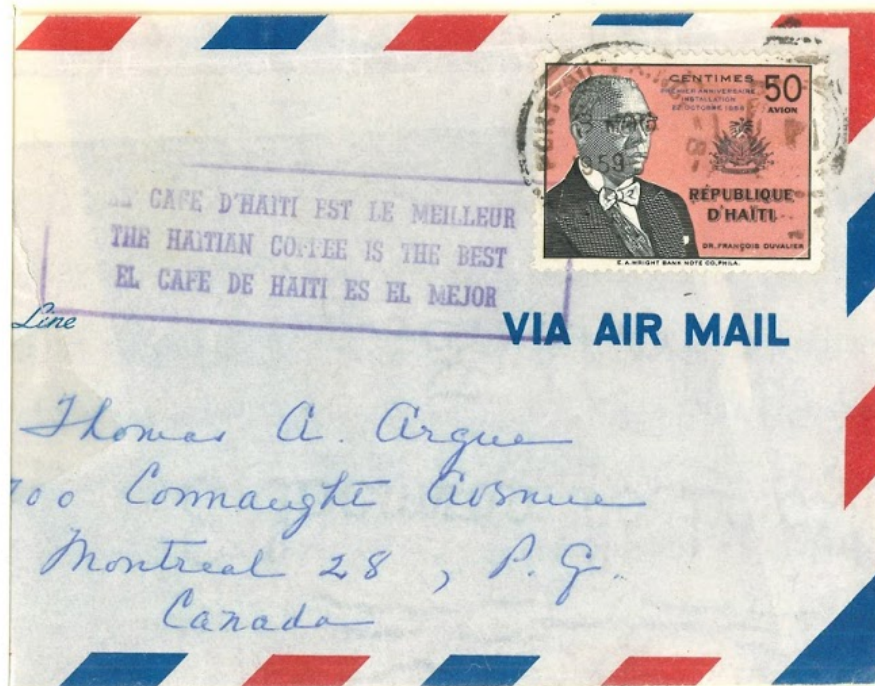
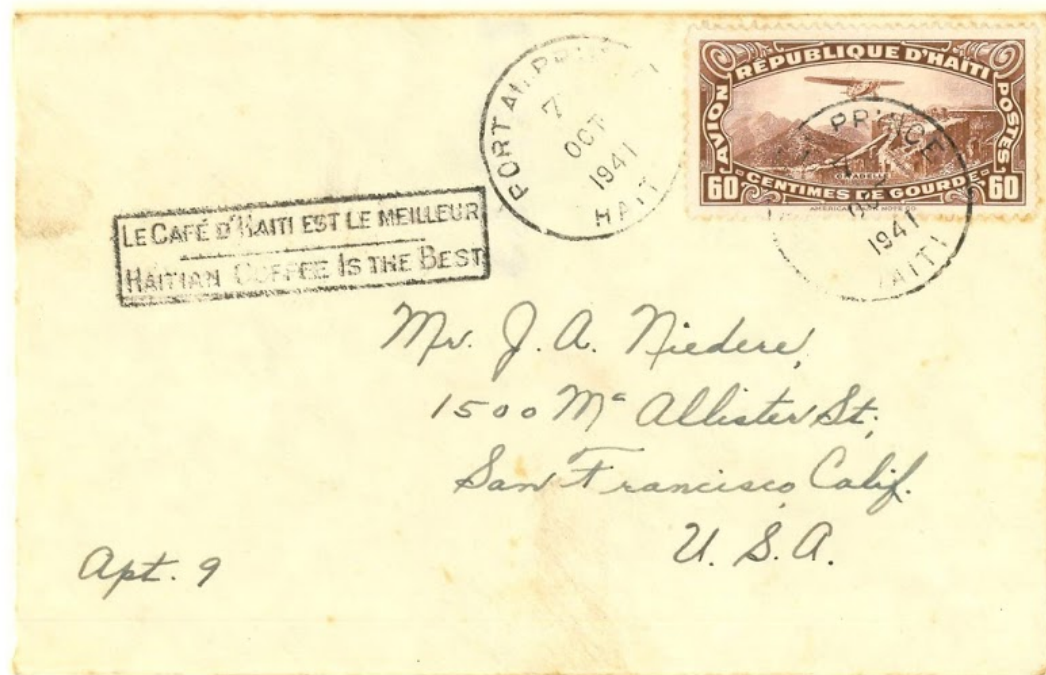
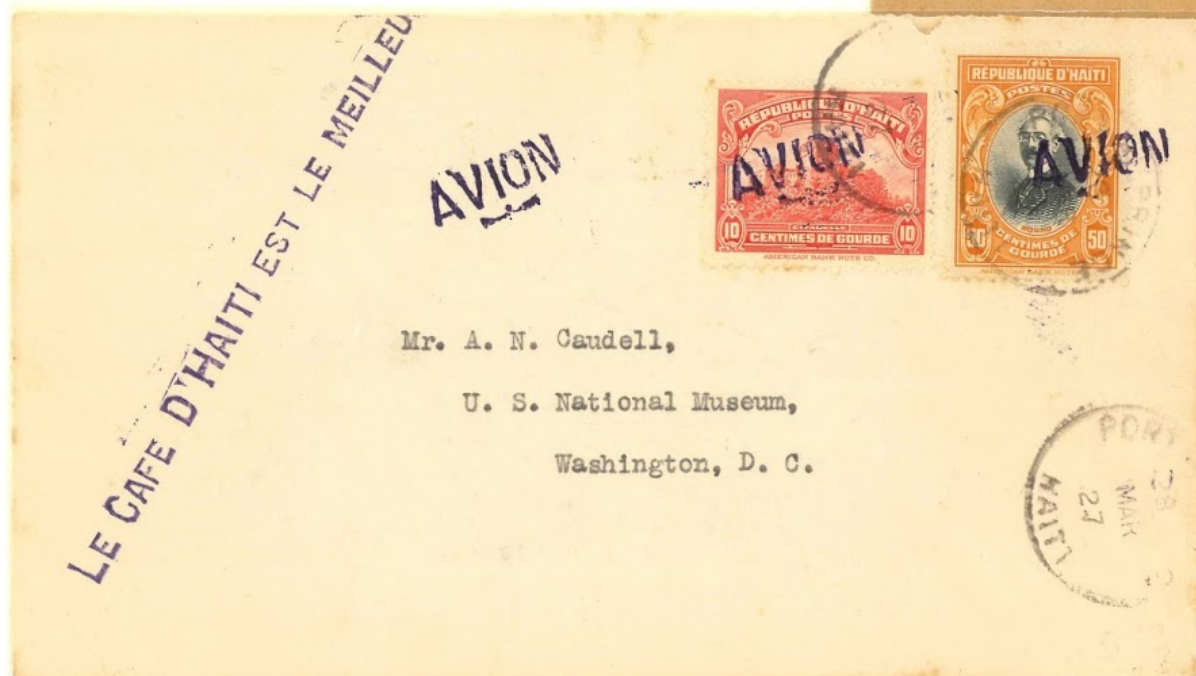
Haiti learns the technique and for more than five decades uses the same line

LE CAFÉ D'HAÏTI EST LE MEILLEUR
HAITIAN COFFEE IS THE BEST

Cover prepared for the De Pinedo flight. This flight never occurred, some covers were sent by different means.



Consistency all trough the century. The same slogan...
In 1926 from Petit Goave to Copenhagen
In 1927 in a failed flight
In 1941 from Port au Prince to San Francisco
In 1959 to Canada with the image of Duvalier



THE AMBASSADOR HITS THE MARKET

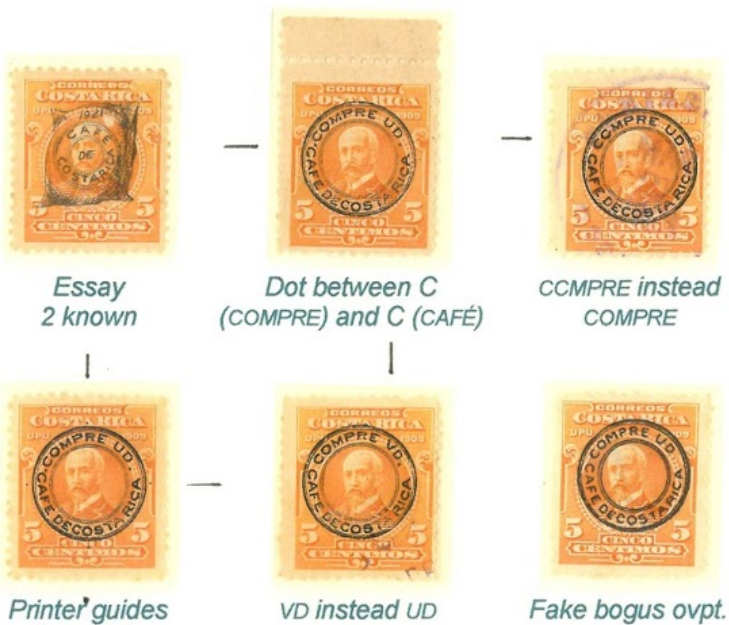
3. Position (positioning): strive for market share
Governmental support.

Government support adopts different forms. In almost every country, postal services have been a frequently used as a source of publicity resources. Special postmarks and cachets, commemorative issues; printed covers, booklets and leaflets; semi-postal issues and over-prints; the list is endless.

National policies provide government support to producers and exporters.

Government assistance in an extensive array of ways: subsidies, national image campaigns and so forth.

Official mail with the special postmark côte d'ivoire oleagineux cacao – café boix précieux. Registered mail posted in Daloa in 1934. It was until 1984, fifty years later, when Daloa completed 60000 inhabitants



Essay
2 known

Dot between C
(COMPRE) and C (CAFÉ)

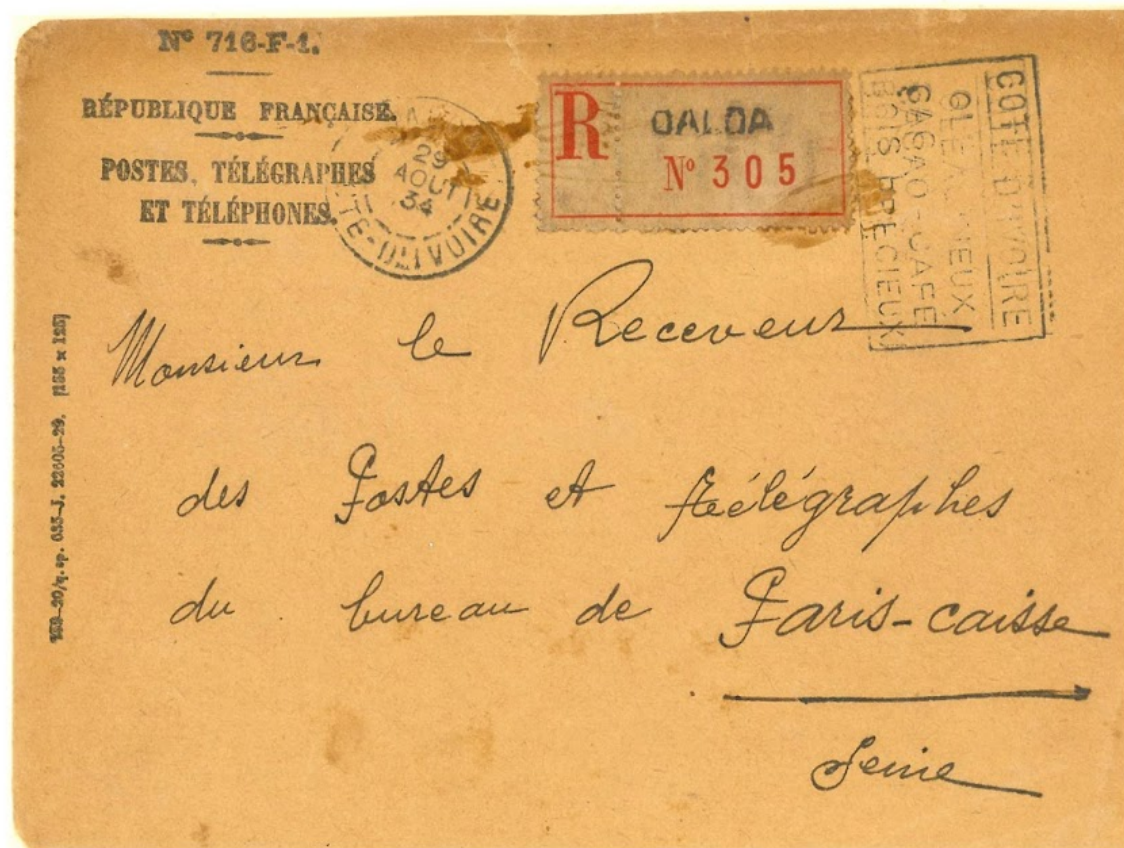
CCMPRE instead
COMPRE

Printer's guides
Four dots

VD instead UD

Fake bogus ovpt.

*Coffee propaganda overprint prepared
by order of the Head Postmaster.
(remaining copies of the 1910 issue were overprinted in 1923)*



*Printer's file copies
Result of the contest to vote for the Coffee Queen*

THE AMBASSADOR HITS THE MARKET

4. The marketing mix. Product Instant coffee



Dehydration: first, strong coffee is made using ground beans and boiling water. Then, the coffee grounds are filtered out. The liquid is dried out until nothing is left except granules or fine powder. Instant coffee: as soon as a spoonful of this powder is added to boiling water, it dissolves in the water to make coffee to drink. The taste can be very different from fresh coffee. Part of the reason for the different taste is that cheaper *Robusta* beans are used for making instant coffee.

Differentiation. Three key concepts in marketing:
-different markets, -consumer's choice, -different products.



specimen



Modern soluble coffee was created in the 1930s by Nestlé technicians in Brazil. Nescafé, was introduced in Switzerland on April 1, 1938. It is the most popular brand in the world and it has been used as an umbrella brand on a number of instant coffee products, including, in the Gold Blend and other freeze-dried coffees.



Moccona is a brand of coffee produced by the Dutch corporation Douwe Egberts. It is produced with freeze dried coffees and is available in a reduced number of countries including Australia, Finland, Thailand and New Zealand, where it is one of the most popular brands. In 1753, in the village of Joure, Egbert Douwes founded his company, a small store selling coffee, tea and tobacco and gradually expanded throughout The Netherlands and around Europe, becoming a coffee and tea market leader. Created in the early 1960's Moccona was sold in delicatessens, specialty outlets and pharmacies, Moccona stood out for its reusable distinctive glass cylinder jar and gold plastic cup.

THE AMBASSADOR HITS THE MARKET

4. The marketing mix. Product Decaffeinated coffee

Coffee contains the drug caffeine. Caffeine is a mild stimulant which helps to keep people awake. Caffeine, like many drugs, is addictive and can cause health problems. Decaffeination is the act of removing caffeine from coffee, cocoa, tea leaves and other caffeine-containing materials.

Differentiation. Decaffeinated drinks: health defines a segment of the market.

HAG is a worldwide brand of decaffeinated coffee owned by Kraft Foods. The company was set up in Bremen, Germany in 1906, by Ludwig Roselius, one of the developers of the first commercial decaffeination process.

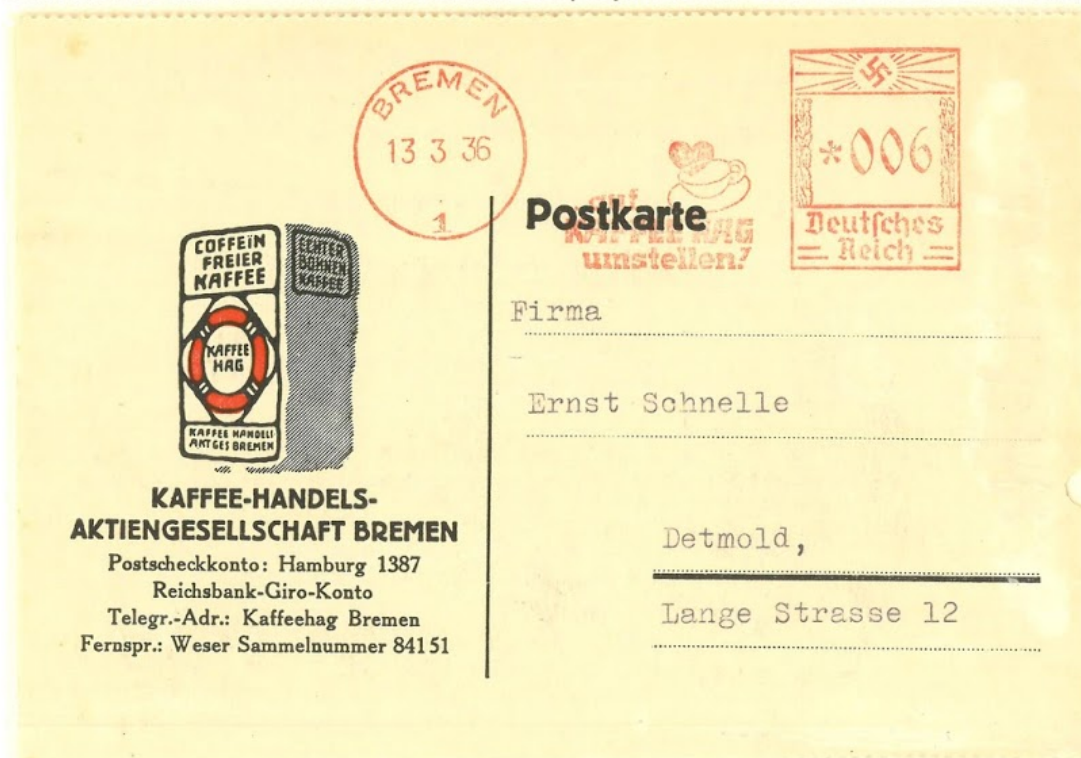
This is performed on unroasted coffee and consists of steaming and rinsing the beans with a solvent that extracts the caffeine while leaving other essential chemicals in the coffee beans. The process is repeated from 8 to 12 times until it removes 97% of the caffeine.



Quieta from Latin *quies*
means peace, rest. Perfin Q

Quieta, founded in Bad Durkheim in 1912, sells low-content coffee. Quieta Red = 10% coffee, Quieta Gold = 40%, and others. ↓

Born in Bremen, HAG took its name from the company title *Kaffee-Handels-Aktien-Gesellschaft*,



The main brand HAG remains; but there is also differentiation: ONKO, KABA.

THE AMBASSADOR HITS THE MARKET

4. The marketing mix. Product Coffee substitutes

Coffee substitutes are non-coffee products, usually without caffeine, used to imitate coffee. Roasted fig was widely used to produce coffee blends and substitutes.

The common fig (*Ficus carica*) was cultivated since ancient times and grows wild in dry and sunny areas, with deep and fresh soil; also in rocky areas, from sea level to 1,700 meters. Fig coffee has been produced in Austria since the beginning of the 19th century and from the 1870 decade in Germany. In 1913 there were 20 factories in Germany and they produced 1700 tons that year.

It has been suggested that the high reputation of the coffee of Vienna was partly due to the addition of fig coffee. Roasted fig has a characteristic sweetish aroma; it is detectable even after blending. Roasted fig also adds much body to coffee.



רץ חסה ושערה
ונפו ותאנה ודמון
ארץ זית שקן ודבש
דברים ח' ה'

Preis der Annoncen: 1/6 Seite auf 5000 Correspondenz-Karten 10 Thaler.

Tapezierer Decorateur
R. MACKS
Leiger Strasse 94.
Lager
französischer Boule- und Mar-
queterie-Meubles.
Atelier
für complete Salons- und
Zimmer-Einrichtungen, sowie
für einzelne elegante Polster-
möbel.



Beamten-Vereinigung.
Neues Schuh- u. Stiefel-
Geschäft
(Erfurter Fabrikat)

von
J. Kubemann jr.,
Neue Schönhauser-Strasse 1.
Bazar 3.
Berlin.
Specialität für Herren-, Damen-
und Kinder-Schuhe.
**Wiener Morgenschuhe und
Filzhausschuhe.**

Beldschränke,

besonders

diebes- und feuerfest.

J. Keiler,

BERLIN,

Neue Schönhauser-Strasse 14.

Tyroler
Feigen-Gesundheits-Kaffee.
Dieses Surrogat mit ächtem Kaffee
vermischt giebt demselben einen vor-
trefflichen Geschmack und eine sehr
schöne Farbe.
Sehr zu empfehlen ist er außer-
dem für Kinder und nervenschwache
denen der Genuß des ächten
t gefährliche Wallungen des
ruft.

Verlag von Otto Spamer in Leipzig.

Historische Erzählungen für Jugend
und Volk.

Der Burggraf und sein Schildknappe.
Von H. Roth. Gebdn. 2 1/2 Thlr.

Derflinger und sein Dragoner.
Von G. Hillt. Gebdn. 2 1/2 Thlr.

Aus dem Tabakshollegium.
Von Fr. Otto. Gebdn. 2 Thlr.

Der große König und sein Kerkent.
Von Fr. Otto. Gebdn. 2 Thlr.

Aus Moltke's Leben.
Von Oskar Höcker. Gebdn. 1 1/2 Thlr.

In beziehen durch alle Buchhandlungen.

Berliner
Gummi-Industrie
Gebr. Siebenlist.

Niederlage u. Comtoir: Brüderstr. 24.

Fabrik: Sebastianstr. 8.

en gros en détail

empfehlen in den besten Qualitäten zu den
billigsten Preisen:

Regenmäntel, Schirme, Reise-

necessaire, Spielwaaren, Gummi-

läufer und englische Kamptulicon-

läufer mit bedruckten Borden,

Cigarrenspitz., Tabaksbeutel., Reise-

decken, sowie chirurg. u. and. Fach-

Artikel. Wiederverkäufer Rabatt.

Correspondenz-Karte.



An

Nr.

Druck der Brief- und Druckschriften-Expedition „Berlin“ Mohrenstr. 35.

Formerly owned by Adolf Tschepfer (*perfin AT over stamp added to PSE*), the company Imperial Feigenkaffee Fabrik from Vienna, Austria, started in 1880 the production of fig coffee. Under the management of Karl Kuhlemann, it had premises in Linz, Salzburg and Innsbruck and Trieste.

Imperial-Feigenkaffee-Fabrik

vormals Adolf Tschepfer

KARL KUHLEMANN

Wien, X. Alxingergasse 64.

FILIALE TRIEST.



Helvetia Langenthal

Schweizerische Kaffee-Surrogat-Fabriken — Fabriques suisses de surrogat

Langenthal — Lotzwil — Pratteln

Senffabrikation, Gewürzmühle, Kaffee-Rösterei — Moutarde, Moulin à café

SCHUTZ-MARKE



Herrn

Heinrich Rosel

Johi Guyer-Guyot, Adly
Rümlang

Rotterdam.

Hotel Goormans Holland

PERFIN JE In 1894 the first Swiss coffee substitute factory company was taken over by the Thomi family and expanded to the known Helvetia Langenthal. In 1929 they signed an agreement with Heinrich Franck's Sonne AG, and later (1943) merged with the other large competitor Kathreiner's malting.

THE AMBASSADOR HITS THE MARKET

4. The marketing mix. Product Coffee substitutes

Franz Kathreiner's FKN perfin



Substitutes are used to prepare a similar infusion when coffee is not available or is not allowed due to medical or religious reasons.

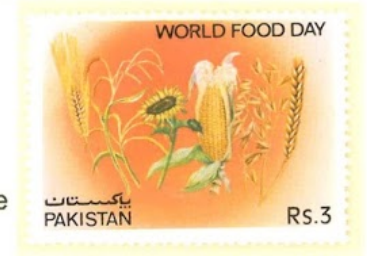
Coffee substitutes are non-coffee products, usually without caffeine, that are used to imitate coffee. Substitutes can be used for medical, economic and religious reasons, or simply because coffee is not readily available. Roasted grain beverages are common substitutes for coffee.



Barley (*Hordeum vulgare*) a cereal and a grass, one of the oldest cultivated grains, is used to produce malt coffee.



Wild chicory or blue dandelion.

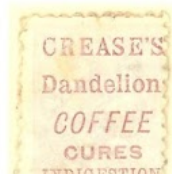


Founded in 1829 in Munich by Franz Kaufmann (1794-1866), Kathreiner's Malzkaffeefabriken was a German manufacturer of malt coffee. In 1870 the business used the name Franz Reiner's successor (FKN) and focused on the import and trade of coffee, tea, tobacco and other groceries. Also owned spice mills and operated canned food. Since 1890, the company produced a coffee substitute advertised with the name of the Father Kneipp. This business became independent in 1892 with the founding of the company Kathreiner's Malzkaffeefabriken. Before the First World War it was converted into a limited liability company with 550 employees and was the largest grocery store in Germany. In 1928 it was converted into a public limited company. The company went bankrupt in 1997.



Dandelion

Ersatz is made of roasted rice, peas, and chicory.



New Zealand
1893 5p

Grain coffee and other substitutes can be made by roasting or decocting various organic substances. Some ingredients used include: almond, acorn, asparagus, malted barley, beechnut, beetroot, carrot, chicory root, corn, cottonseed, dandelion root, fig, boiled-down molasses, okra seed, pea, persimmon seed, potato peel, rye, sassafras pits, sweet potato and wheat bran.



THE AMBASSADOR HITS THE MARKET

4. The marketing mix. Product Coffee substitutes

Caffeine, a stimulant found in coffee, is also present in other drinks; therefore, they serve as close substitutes of coffee. Some drinks and caffeine content are espresso: 95 mg, green tea: 20-40 mg, charged chocolate: 60-80 mg, Coca-Cola: 9 mg, mate: 7 mg, guaraná: 0.9 mg.



Color proof



Imperforate between

Mirror image



Mate-Gold. The Hamburg firm Rust introduced mate in Germany in the 30s. During the war Rust launched tea in pharmacies and nursing homes as a medicinal product. In 1955 Rust gave exclusive rights to the Essen company Sanapharm which operated as a monopoly on the import of mate in Germany for years.

Mail order card with postage paid prepared by Otto Schliekmann from Munich with an order placed by a health food store. Schliekmann sold wholesale on behalf of various pharmaceutical firms.



Bestellkarte
(7 Pfg. Porto)

Herrn

Otto Schliekmann
Handels-Vertretung CDH/Bayern

13b München 19
Winthirplatz 5

Telefon: 61228



Caffeine present in other vegetable products provides a family of handy substitutes.



Nordmark-
Kaffee-Sahne
Adelbyer Meierei



The ultimate substitution: Kaffeesahne is the substitution of actual cream for a so called "coffee cream" (a very low fat dairy product).

Sparkoffee. A nonalcoholic, maltless, carbonated coffee beverage sold as a soft drink. Owned by R.H. Macy & Co. New York; first used in 1938.

Sparkoffee
COFFEE SODA
DELICIOUS!






THE AMBASSADOR HITS THE MARKET

5. The marketing mix: Place. Branding. Identification and loyalty

Every resource are valid to consolidate the position of the brand.

Brands are disseminated using great diversity of resources: regular flyers, contests, commemorations, ordinary payments and prepaid services, traditional media such as postage stamps and franking machine's signs, as well as state of the art technological resources, etc.

Nestlé postage paid FM over postage paid post card. Card is a bulk mail flyer and the illustration is only another coffee ad.

DEUTSCHE AKTIENGESELLSCHAFT
FÜR NESTLÉ ERZEUGNISSE
VERKAUFSZENTRALE
Frankfurt a. M., Mainzer Landstr. 193

C 63



Alény Pař
p. Brětislav Pokorný
student isle der akademie
Prace
Tschechoslovague

MINISTÈRE DES POSTES
TELEGRAPHES & TELEPHONES
**CARNET DE 20 TIMBRES-POSTE
DE 0'50-10 FRS**

De plus en plus pour tout

"BERNARD-MOTEURS"

Single and pair with Algeria's Nizière coffee ads on the tab; stamps obtained from the booklet pane.

Remite: Carlos Rigoberto Hernández.
Chiquimula, Guatemala.
5a. Calle Poniente No. 18
Matricula No. 8-1167

CAFÉ
"CORONA"
PURO Y
AROMATICO

CORREOS DE GUATEMALA
CHIQUIMULA
29 X 54
09

RECEPTE DE TELECOMUNICACIONES
SEPTORIA DE CARTAS
CHIQUIMULA
29 OCT 1954

RECEPTE DE TELECOMUNICACIONES
SEPTORIA DE CARTAS
CHIQUIMULA
30 OCT 1954

CAFÉ
"CORONA"
PURO Y
AROMATICO

HEMPHILL SCHOOLS
1601 South Western Ave.
Los Angeles, (6) Calif.
E. U. A.

CORREO AEREO

Delta Coffee is a Portuguese company founded in 1961 in a small warehouse in Campo Maior, Alentejo



Delta trust on solid values and principles which are reflected in the creation of a brand based on affirmative relations with their stakeholders. "A Coffee for Timor" is a campaign geared to the construction of infrastructure and schools for the population. The project was intended to train coffee producers, place value on Timor coffee, investing in and providing coffee peeling equipment and support for the reconstruction of schools with a view to fostering the sustained development of the communities.

Guatemala FM Pitney Bowes 24 used twice in Chiquimula The letter was first franked with nine cents on the 29 of October, 1954. Though it was returned for additional franking for airmail, and a supplementary one cent was collected on the 30 of October.

THE AMBASSADOR HITS THE MARKET

5. The marketing mix: Place. Branding.



Institut mondial pour la protection de la haute qualité alimentaire.
Belgian private association for the accreditation of quality.

Strategies to protect the brand.

Among the strategies to protect the brand, some of the most important are 1. Quality accreditation and 2. Integration (product integration, horizontal integration and vertical integration).



A/S Nordic Coffee Company was a Danish coffee wholesale and kaffebrænderi, founded in 1896 by Hans Chr. Jorgensen.

Perfin VELIM for VELIMSKA KAVA (coffee).

Product integration is normally done following families of products, defined by a common component or process, such as caffeine. A/S Nordisk Kaffe Kompagni cares for teas. Hopec export vocation includes cocoa and coffee (and imports wines). Velimska Kava from Prague was originally Velimska Cokoladu (chocolate).



THE AMBASSADOR HITS THE MARKET

5. The marketing mix: Place. Identification and loyalty Branding. Metaphors.

Black persons were deliberately used to represent coffee brands as analogies referring to their cultural and geographical origin. Metaphors, analogy and simile are textual or visual images used to represent, in an economic manner, more complex objects.

"Exotic" images are imported from the tropics and used as coffee metaphors.



Brands for example are represented by figures of speech (such as slogans) or logos. Therefore coffee is "black", i.e. similar to other black entities.



Publibel specimen (printing final stage).

Although it shows almost every required element, even the indicia; some of them were not printed, such as the Publibel number and the address lines.



Jouve (a brand of the French Company of New Caledonia Coffees) uses photos of the children of its laborers to illustrate this postcard. Even ridiculed them when, being naked are described as wearing their national costume.



Business reply mail, postal card rate to be paid after delivery.

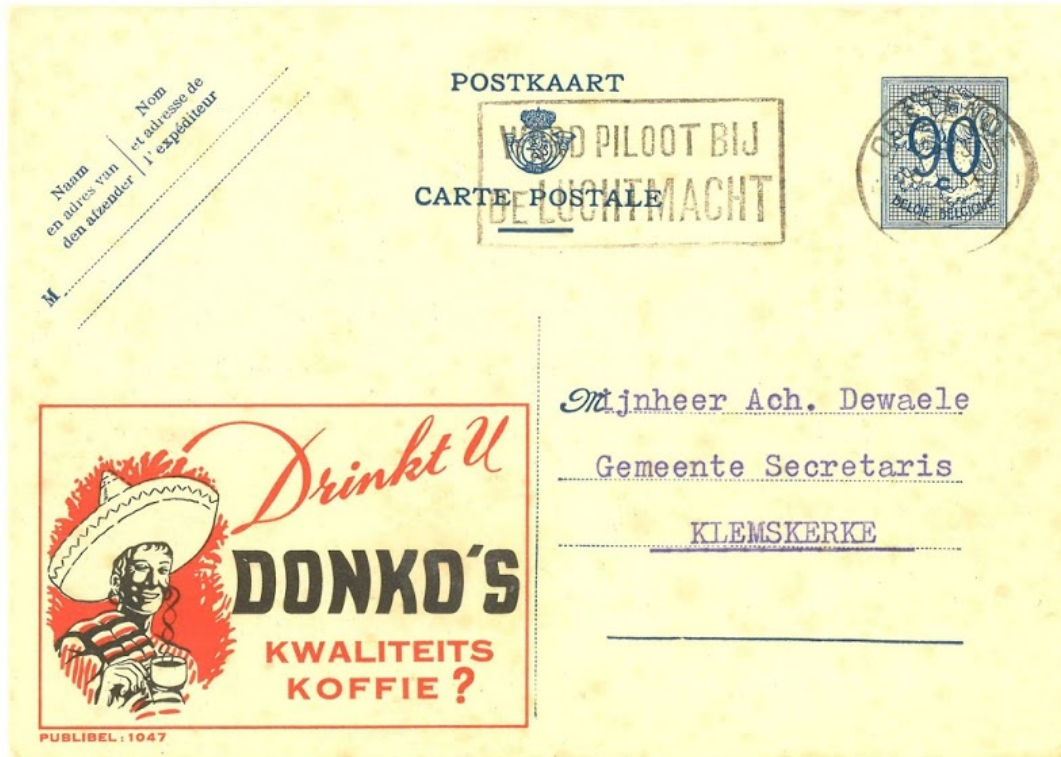
Another figure of speech, metonymy, is also used as part of branding techniques. It works by using one element from a given domain to refer to another closely related element. "There exist black workers (previously slaves) in the tropics, the Caribbean Islands, Africa and Brazil. Let's them use black as a substitution of the name and the brand. Coffee and black are now the same and only color".

THE AMBASSADOR HITS THE MARKET

5. The marketing mix: Place. Identification and loyalty Branding. Metaphors.

Another image copied from the tropics, particularly from Mexico are the Charro or country men: their costumes, their habits. The origin of the Mexican charro hat could be traced to the fusion of native traditions of the area of the Huichol and Tzotziles (Nayarit) after the model of the well known Cordova hat from Spain. The Mexican hat was originally made just of palm leaf surrounded by a red ribbon around the crown of the hat and sometimes a red scarf because it is used in festive ceremonies as still done by indigenous Tarahumara in Chihuahua.

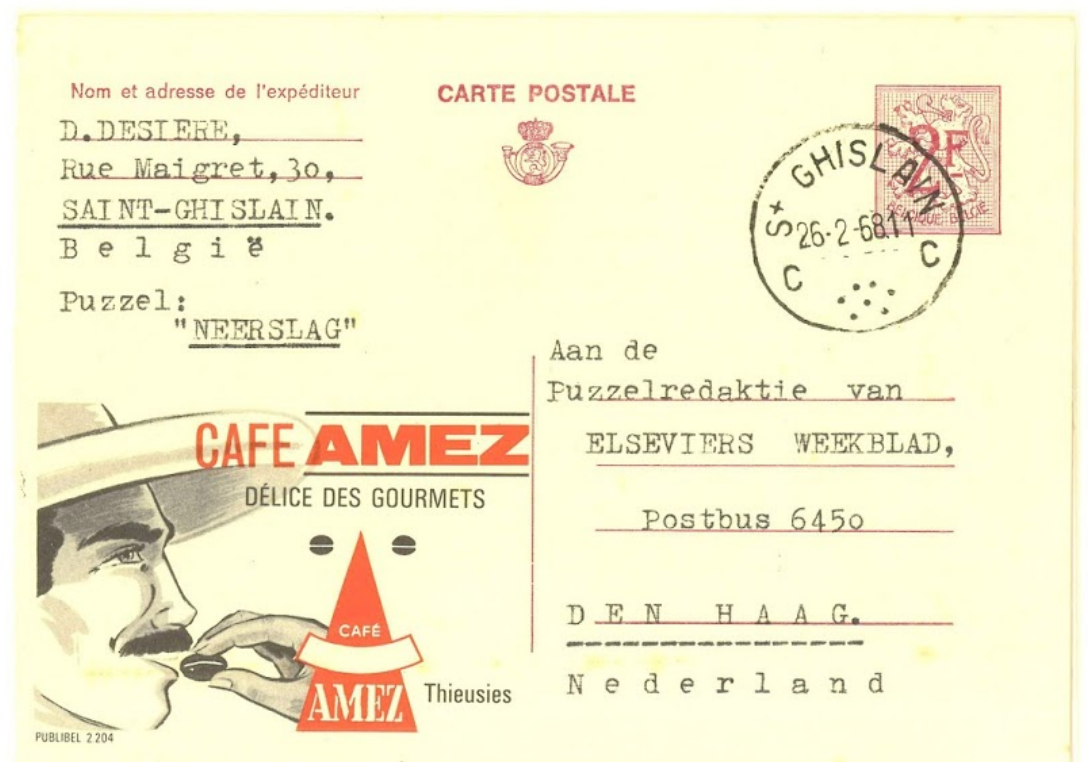
"Exotic" images are imported from the tropics and used as coffee metaphors. Sombrero, sarape and mustache.



The Mexican Sarape is the male equivalent to the Mexican Rebozo (scarf) used mostly by old women of traditional Mexico and is characteristic of the north because in this area has always been a very cold and arid territory. The woven sarape, from Tlaxcala, Oaxaca, Jalisco and the famous "Sarape de Saltillo" serves also to decorate a typical Mexican room, as a cloak to bullfight heifers, and as blanket or protective coat against rain.



The Chimimecas of San Luis Potosí were the first to use the characteristic very wide brim hat with high crown that became famous during the Mexican Revolution. The typical Charro hat that identified the Mexicans abroad was also used by the chinacos in the war against the Austro-Hungarian Empire represented in Mexico by Maximilian of Hapsburg.



THE AMBASSADOR HITS THE MARKET

5. The marketing mix: Place. Identification and loyalty Branding

Darboven is a notable example of a successful brand trajectory. Darboven is a Hamburg based international coffee roasting company and holds 13 subsidiaries in eight European countries with more than 1100 employees worldwide. The company was founded in 1866 by Johann Joachim Darboven, who roasted coffee filled the bags and sent them to households. Three moments about competing (and branding) in a sometimes hostile environment:

- In 1915, Karl Lendrich, a designer from the Hamburg Institute for Hygiene, conceived for Darboven a friendly coffee, with fewer irritants and bitter substances, although with full taste.
- Koff is a coffee substitute brand created by Darboven to face the scarcity of beans during the Second World War.
- The Jewish name Ludwig Giesselmann, registered in the Post in 1928, was removed in the 1930s.

Creating and maintaining the prestige and the name value of a brand is one of the most important achievements expected from marketing management.



They began to market it as "the stomach friendly coffee" under the brand name IDEE-KAFFEE, which became one of the most successful and long-lived brands

Stempelbild

HAMBURG 16. 3. 28
HAMBURG 25. 9. 31
Ludwig Giesselmann
25. 11. 46
1324
Darboven Hamburg
DEUTSCHE POST 000
25. 11. 46

9064

Francotyp: B 936 Post: Hamburg 44 Freihafen
Firma: Ludwig Giesselmann Darboven
Motor: Leoty Nr. 249405 110 Volt = 1/6 Ps
Übersetzung: Motor: 900 Masch.: 1000 Riemen 12.
Geliefert: 16. 3. 1928
Stand des Summenzählers: 9990000 Sperrung auf: 500,-
Stand des Kartenzählers: 999 angefangene Karte Nr.: 001
Plombenschlüssel (Post) gez. Nr.: M. 936 Permutationsnummer: 1106
Reserveklischees oder geänderte Klischees: fester Klischee
A.B. 936/1284.
Spezialeinrichtungen:
Merkmale:



In 1895 a similar name company was founded by Johann Wilhelm Darboven and in October, 1935 the trademark JWE Darboven Kaffee was registered. This second Darboven (no connection) operated in Harburg (not Hamburg). This company closed in 1972.



Francotyp FM archive card

In the 1960s the fourth generation of Darbovens was still selling IDEE-KAFFEE and the fifth generation continued with the brand, successfully, in early 21st century.



☉ CAFÉ ☉ COFFEE ☉ KOPI ☉ CAFFÈ ☉ KOFFIE ☉ KAFFE ☉ ΚΟΦΕ ☉ CAFÉ ☉ COFFEE ☉ KOPI ☉ CAFFÈ ☉ KOFFIE ☉ KAFFE ☉

THE AMBASSADOR HITS THE MARKET

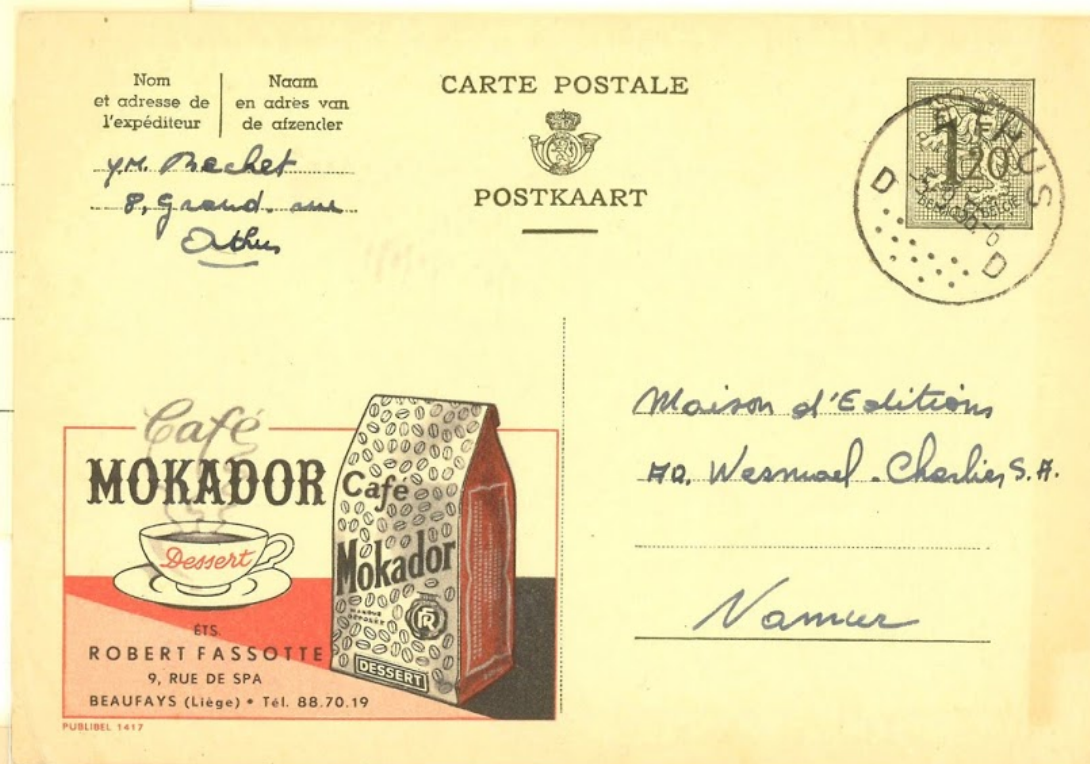
5. The marketing mix: Place. Identification and loyalty Packaging

Packaging play an important role as a medium in the marketing mix, in promotion campaigns, as a pricing criterion, in defining the character of new products, as a setter of trends and as an instrument to create brand identity and shelf impact in all product groups.

Earlier coffee wrapping was ad hoc, done on site. First attempts related to branding were made with kraft paper wrapping.



Packaging is also important to protect the freshness of refined goods, such as coffee, particularly after roasting and grinding. In the early days of export, the most used packing material was paper. The resistant Kraft wrapping paper was a common name.



During the 19th century an early in the 20th, the key concern was to put coffee in bags immediately after roasting and grinding, with the intention of preparing the infusion in short time.

Innovation is probably a major reason for research and development of new materials and new packaging systems. As an early innovation, paper turn out to be converted into plasticized paper and metallic paper.



THE AMBASSADOR HITS THE MARKET

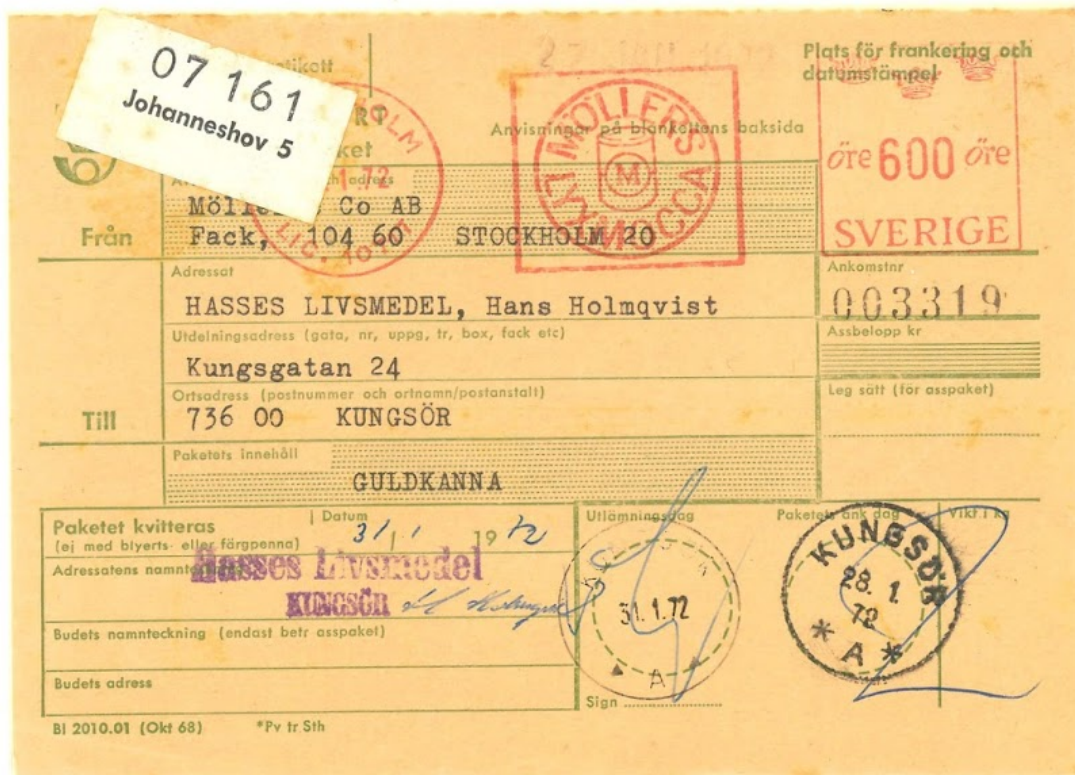
5. The marketing mix: Place. Identification and loyalty Packaging

From paper bags to cans, from cans to glass and plastic jars.

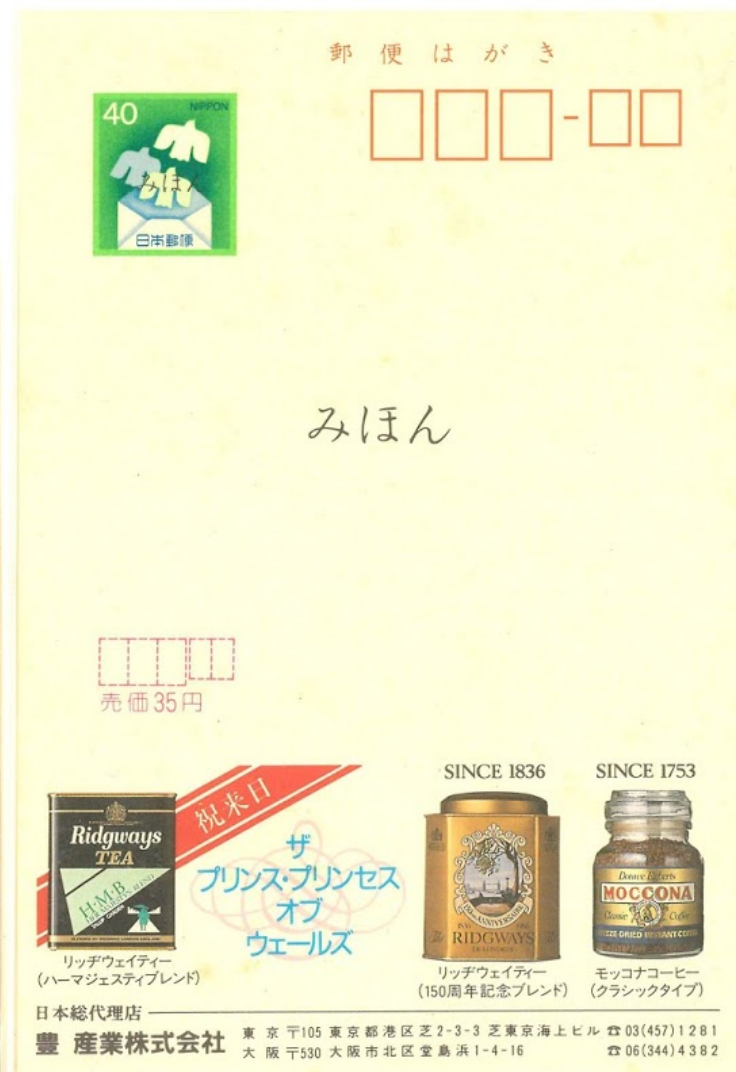
Tempting the consumer.

Research presents new arguments and evidence confirming a central belief held by the packaging industry: that the shopper appreciates and in fact explicitly wants to receive stimulation for the buying decision he is making when standing in front of the supermarket shelf, often even preferring this to other forms of communication.

He is keen to be informed and inspired, tempted and pampered by surprising and persuasive functions, emotions and sensual impressions.



Mihon
(specimen)



Coffee paraphernalia on a kitchen table including reused brand's jars.

Moccona says: "it is sold in a resealable glass jar, which preserves to full flavor and which can later be used to store other products".

GOOD TO THE LAST DROP

1. Roast and ground

The coffee grinder. Burr mills

For grinding coffee beans, the first known method is to use a mortar and roasted beans. Upon the arrival of coffee to Europe it was on purpose created the coffee grinder, which allowed the grain to preserve their full aroma. Quickly spice mills were partially adapted.

Manual grinder's simple operation: an upper reservoir contains coffee beans and ground coffee is collected in a lower container, often a drawer. The grinder consists of a handle located on the upper knurled wheel that moves on a conical seat on the inside of the machine. By passing/grinding the beans, the powder obtained by, falls in the drawer and is ready for use.



Franck's, from Zagreb, was founded by Johann Heinrich Franck Söhne who emigrated from Ludwigsburg, in 1892. Its products include coffee, espresso, pistachios, popcorn and potato chips. Franck, who discovered significant market niches for a breakfast blend of coffee and chicory, strived and invested heavily in technological progress.

In 1853, he handed over his company to his oldest son. This was both a great gift and responsibility. In 1868 in Ludwigsburg, the Francks installed a steam engine, which produced energy for the factory. The sons aimed for development and the use of new technology. They wanted to cover a larger area, so in 1892 they build a factory in Zagreb. Three years later production in the US started.



Heinrich Franck Söhne coffee grinder's perfin Romania 1930, 2 lei, King Carol II



Electric grinder. Allows to grind at different speeds and to obtain different grain sizes. Avoids long time grinding and heating the beans.

The whole coffee beans are ground to facilitate the brewing process.

Heinrich Franck Söhne expansion in Central Europe:
From Vaihingen and Ludwigsburg in Germany, to Zagreb in Croatia;
Linz and Berlin, to Pardubice in Czechoslovakia and Romania as well.
And always with its emblem, the coffee grinder.



Z 1524, 11. 19, I. ES.

HFS perfin on 20 & 40 h

The biggest capital of the family was the very name: Franck.



GOOD TO THE LAST DROP

2. Brewing. Preparation of the infusion

Recipes used in different cultures and conditions.

The soldier says: *I have just finished a cup of steaming hot coffee...*

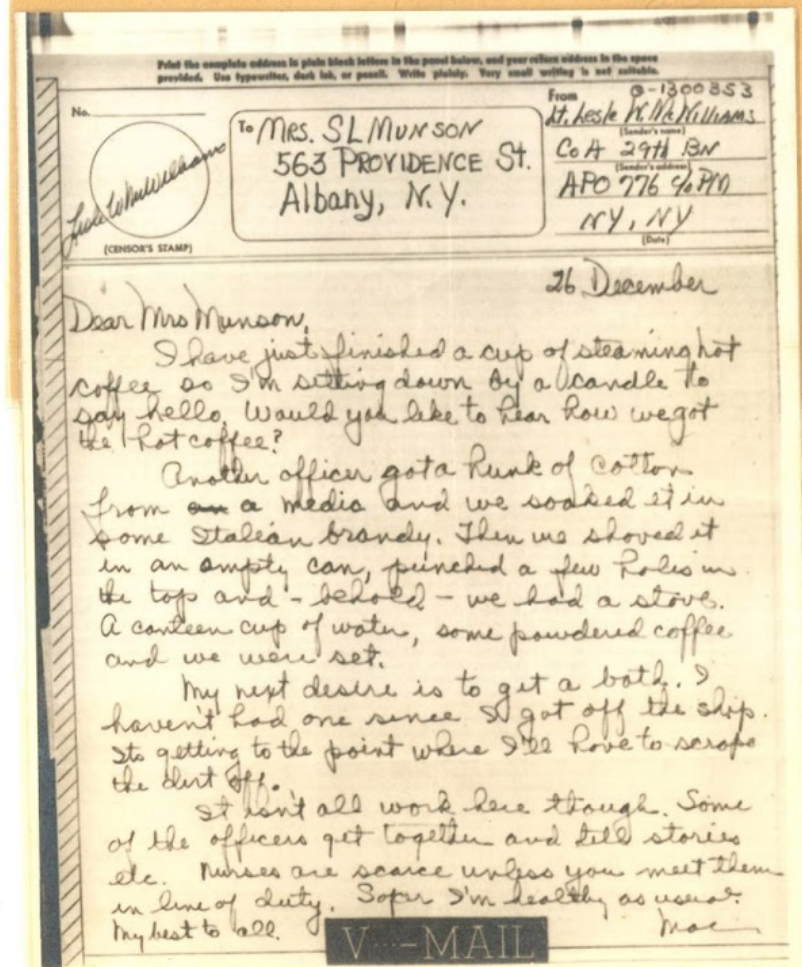
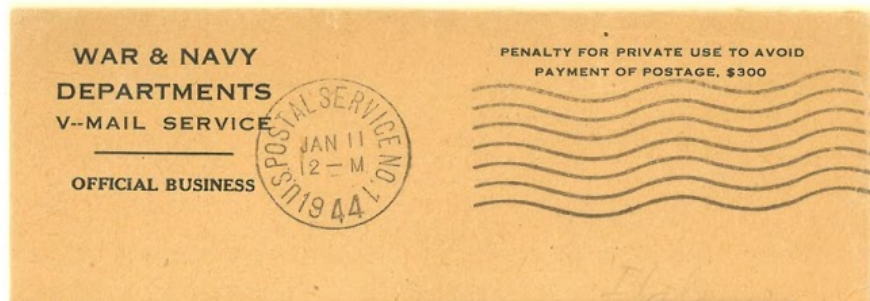
Another officer got a hunk of cotton from a media (sic) and we soaked it in some Italian brandy. Then we shoved it in an empty can, pinched a few holes in the top and... we had a stove. A canteen cup of water, some powdered coffee and we were set.

My next desire is to get a bath...

Recipes. How to prepare a good coffee.

The soldiers' canteen: a table at open air, a steaming kettle, tin cups and an unplanned stool.

From Finnish kenttäposti = field post Postage free mail. Cards to be used exclusively for soldiers in service.



From Italy to Albany, NY, V-mail signed on 12/26/1943, arrived by 11/1/1944.

Free translation:
Bosnia i Herzegovina has a long tradition of drinking coffee. ...Ottoman influence from the Orient. Therefore, we can rightfully say that coffee is one of the Bosnian national drinks.

Traditional Bosnian coffee (known as Turkish coffee) is prepared by boiling finely ground coffee in coffee pots or... a similar..... is served on special hand-forged trays with an astral pattern and small white cups... Traditional Bosnian coffee is served with Turkish delight and walnuts...



GOOD TO THE LAST DROP

2. Brewing. Preparation of the infusion
Fresh, clean water. Methods for heating the water.

Experts in preparing infusions in coffee bars (named Baristas) recommend:

- "Use fresh, clear, clean, cold water free of impurities"
- "Brew at the right temperature"



Every culture has developed its own method for heating the water. A samovar is a heated metal container traditionally used to heat and boil water in Russia, Central and South Eastern Europe, Kashmir and in the Middle-East. Traditional samovars are heated with coal or charcoal, though newer samovars use electricity in a manner similar to an electric water boiler. Antique samovars are often displayed for their beautiful workmanship.



The drip method is the most widely used brewing method. The concept is simple: hot water is poured over the ground coffee contained in a filter, and allowed to drip into a vase.

Coffee must be brewed using hot water (93°C). However avoid boiling water.

The ideal brewing temperature for coffee depends on the type of coffee you are making. For "regular coffee" the ideal brewing temperature is between 195°F and 200°F (around 93°C, just below boiling). Espresso is brewed under pressure, and at a slightly higher temperature.



Coffee is 98% water, so the quality of the brew is heavily dependent upon the quality of the water used. Fresh tap water is fine in most cases. However, if there are doubts about the quality, filtered or bottle water might be advisable. The "harder" the water is the stronger the coffee will result. "Hardness" minerals in water can, however, transfer peculiar or undesirable tastes, not to mention hard water wreaks havoc on the brewing equipment.



This process can be performed with an electronic automatic drip machine, which sprays the water over the grounds, or manually by pouring the hot water over the grounds in a cone-shaped filtered funnel. The vast majority of coffee drinkers, as well as restaurants, use the drip method to make coffee.



GOOD TO THE LAST DROP

2. Brewing. Preparation of the infusion Percolating. Filters.

To prepare coffee, beans must be ground and a system to brew it with water is required.

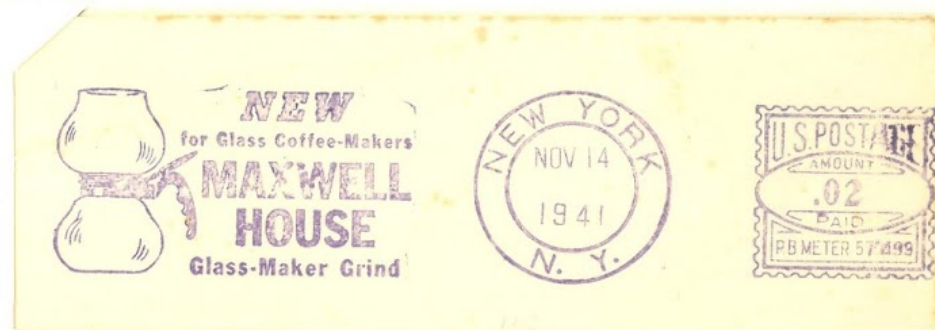


A vacuum brewer consists of two chambers: a pot below, and a bowl or funnel with its siphon descending nearly to the bottom of the pot. The bottom of the bowl is blocked by a filter of glass, cloth or plastic, and the bowl and pot are joined by a gasket that forms a tight seal. Water is placed in the pot, the coffee grounds are placed in the bowl, and the whole apparatus is set over a burner. As the water heats, it is forced by the increasing vapor pressure up the siphon and into the bowl where it mixes with the grounds. When all the water possible has been forced into the bowl the infusion is allowed to sit for some time before the brewer is removed from the heat. As the water vapor in the lower pot cools, it contracts, forming a partial vacuum and drawing the coffee down through the filter.

Drip brew coffee, a.k.a. filtered coffee, is made by letting hot water drip onto grounds held in a filter surrounded by a holder or brew basket. Drip brew makers are simple filter holder manually filled with hot water, or could be automatic systems as found in the popular electric drip coffee-maker. A fine grind allows the most efficient extraction but coffee ground too finely will slow down filtration. Methods which expose coffee grounds to heated water for longer require a coarser grind than faster brewing methods.




Melitta is a German company selling coffee, paper filters and coffee makers. It is named after Melitta Bentz (1873-1950) a 35 years old housewife from Dresden, who founded the company after she invented the drip brew paper coffee filter (patented in 1908). In the 1930s, Melitta revisited the original filter top and tapered the filter into a cone-shape. This new filter top created a larger filtration area, which was lined with ribs to allow for improved extraction of the ground coffee. A few years later, Melitta introduced cone-shaped filter paper to fit inside the new cone-shaped filter top.



specimen

Naar
en adres
de afzender
CASTE
g. Pacif

INVOER
KOFFIE BRAZIL
vanaf **55 F.** per Kg.
(Minimum 20 Kg.)
PLASTIEKFILTERS



Koffie MOTTIE - 223, FRANS BEIRENSLAAN
BORSBEEK-ANTWERPEN - TEL. 03 / 36.32.43
PUBLIBEL 2129

PLASTIEKFILTERS

Koffie MOTTIE - 223, FRANS BEIRENSLAAN
BORSBEEK-ANTWERPEN - TEL. 03 / 36.32.43
PUBLIBEL 2129

Plastic filters are not very successful. Success is always relative. The plastic filters business in Borsbeek is gone. The commercial premise in # 223, Beirenslaan Frans, is for sale (2013).

GOOD TO THE LAST DROP

2. Brewing. Preparation of the infusion Percolators and other popular methods for brewing coffee

Vacuum brewers shared esteem with percolators during the 19th century. The chamber material usually is made of borosilicate glass or Pyrex, and the filter can be either a glass rod or a screen made of metal, cloth, paper, or nylon. Harvey Cory patented his glass filter rod design in 1939.



Percolators enjoyed great popularity but were supplanted in the 1970s by automatic drip coffee makers, and more recently by the French press, as well as a renewed interest in espresso coffee.

The brewing techniques and machines had evolved systematically, in particular during the 19th and early 20th centuries.

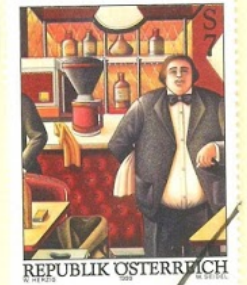
To percolate means to cause a solvent to pass through a permeable substance for extracting a soluble constituent. In 1880, Hanson Goodrich invented the coffee percolator. It was one of the earliest brewing devices to use percolation rather than infusion or decoction. It is a type of pot used to brew coffee by continually cycling the boiling or nearly-boiling water through the grounds using gravity until the required strength is reached.



**GEVALIA
BESTA KAFFI**



Drip filtered coffee in cafeterias was substituted by commercial urn coffee makers; today by espresso machines.



specimen

Receive one of these
beautiful coffeemakers when
you try Gevalia® Kaffe.

This European-style Automatic Drip Coffeemaker is a stylish and gracious way to brew 1 to 4 cups of rich, full-flavored Gevalia® Kaffe. The High-Extraction filter cone ensures a smooth, well-blended taste cup after cup.



Yes, I would like to try one pound of Gevalia Kaffe for \$10.00, including shipping and handling, and receive with it a black or white Automatic Drip Coffeemaker (retail value \$39.95) as a free gift.

Please send Gevalia Kaffe—two ½ lb. packages of the type(s) I have indicated—with the understanding that I will continue to receive additional shipments of Gevalia approximately every six weeks. I understand that I may cancel this arrangement at any time after receiving my introductory shipment without obligation to accept further shipments. The Automatic Drip Coffeemaker is mine to keep regardless of my decision.



Open to order.

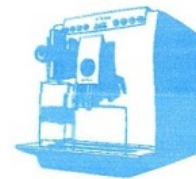
Located in Gävle, Sweden, Gevalia is the largest coffee roastery in Scandinavia.

Created in 1853, after 120 years as a family company,

it was sold in 1971 to Kraft Foods' predecessor company: General Foods.

Most Gevalia Coffee is sold in the Baltic area, but some is exported to USA.

Gevalia is perhaps better known for its introductory offer of a free coffeemaker and other coffee-related incentives, for more than 20 years. *These offers were seen in direct mailings, magazine advertisement, and TV commercials, but were later overtaken by online advertising.*



Perfekter
Genuss,
vollendete
Ästhetik



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FRANKIT 0,58 EUR
12.09.13 3D060003A9

Jura Impressa Z5 fully automatic coffee machine "Perfect pleasure, perfect esthetics" (*Modern blue Frankit FM including QR code*). A pioneer in the field of automatic espresso/coffee machines JURA has been a main contributor to the household appliance sector since the middle of the 1980s. Now, the company uses its experience and know-how for the development of semi-professional appliances for the office and foodservice sector.

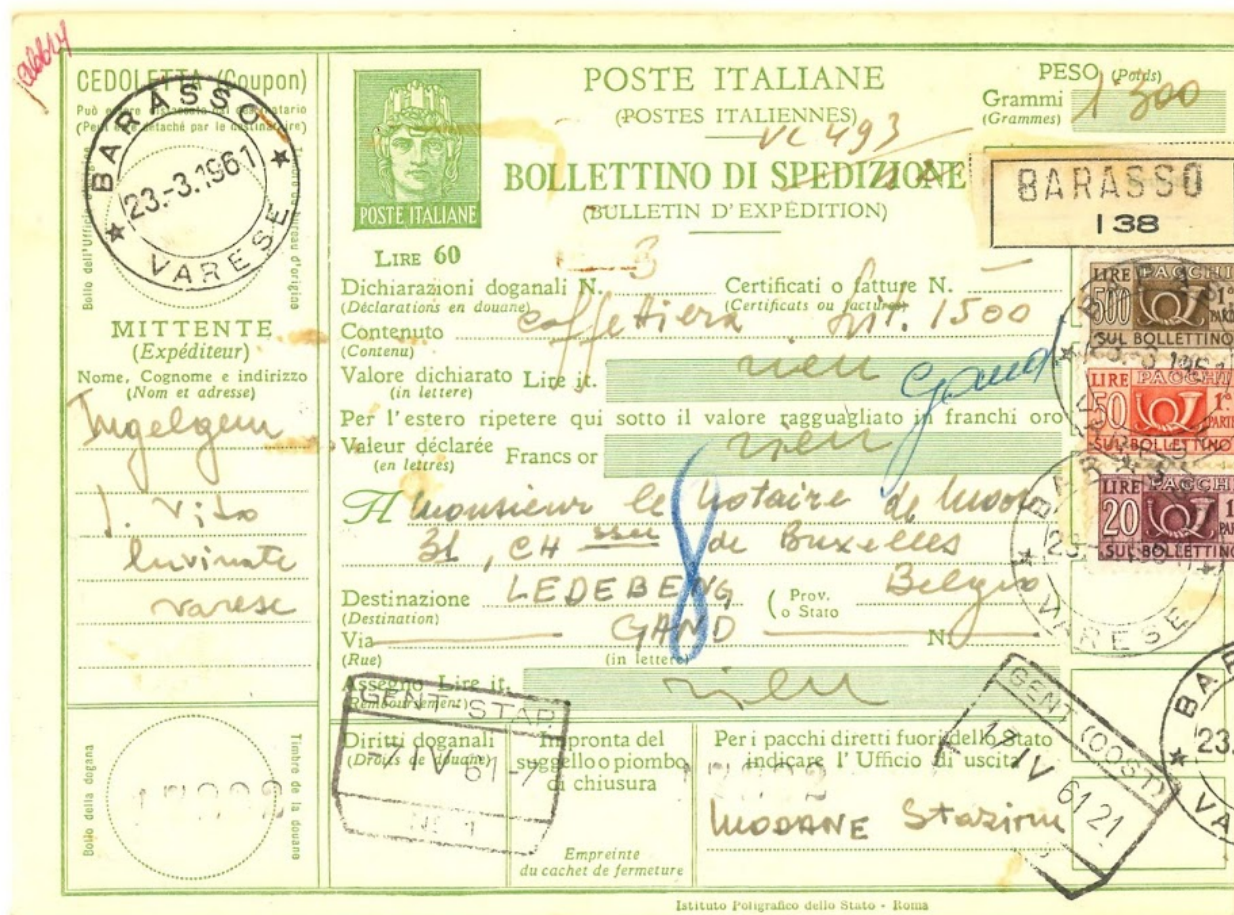
GOOD TO THE LAST DROP

2. Brewing. Preparation of the infusion
 Italians reinvented coffee. They created both new recipes and new brewing techniques.

Since the early epochs in Italy were created vases and carafes for the consumption of water and other beverages.



Italian pride:
 pottery/ceramics,
 espresso coffee and
 Bialetti's espresso
 coffee pot.
 Espresso means
 quick, express. Good
 both for letters as for
 coffee.



The moka pot is a stove-top coffee maker which produces coffee by passing hot water pressurized by steam through ground coffee. It was first patented by inventor Luigi De Ponti for Alfonso Bialetti in 1933. Bialetti Industrie, in Omegna, Northern Italy, remains producing the same model under the name Moka Express (caffettiera).

The Moka Express was reinvented in Cuba as part of the revolutionary claims.

...and again



Parcel card (bulletin d'expédition) with acknowledgement of receipt accompanying a "caffettiera" from Barasso, Lombardy, Italy, to Ghent, Belgium. (70 km away Omegna).

GOOD TO THE LAST DROP

3. Coffee's culture and paraphernalia The coffee service: tableware

Böttger and the origins of china in Europe.

The Chinese had mastered the production of porcelain long before the west became aware of it, and by the seventeenth century oriental porcelain had become a valuable export commodity in China. Meissen china is the first European hard-paste porcelain that was developed from 1708 by E.W. von Tschirnhaus, a mathematician and scientist, who had experience with the manufacture of glass. After his death, Johann Friedrich Böttger continued his work and brought porcelain to the market.

The production at Meissen, near Dresden, started in 1710 and attracted artists and artisans to establish one of the most famous porcelain manufacturers, still in business: *Staatliche Porzellan-Manufaktur Meissen GmbH*. The first type of porcelain produced by Böttger was extremely hard stoneware known as *Böttgersteinzeug*. Meissen's production of hard paste white porcelain that could be glazed and painted soon followed. Böttger early foresaw the production of tableware, and the first services were made in the 1720s. Initial services were plain, but his chief "modelmaster" Johann Joachim Kaendler soon introduced matching decorations (1733).



A complementary art is the design and manufacture of tableware for coffee consumption.



33 book of stamps and story of Wedgwood
3 at 12p 13 at 10p 7 at 2p

Postal rates

Inland Letters and Cards
United Kingdom, Channel Islands
Rate of Mail and Cash Postage:
1st class 10p 10p 10p 20p
2nd class 12p 11p 20p 22p
3rd class 10p 13p 14p 21p

Overseas Letters
Rate 10p Each extra 10p
Zone A 14p 10p
Zone B 15p 11p
Zone C 17p 11p
Europe, Surface rates apply.
Surface 20p 50p
All countries 13p 15p

Overseas Postcards
Air
Europe 10p
Zone A 13p
Zone B 14p
Zone C 15p
Surface All countries 10p

The latest rates have been correct at the time of going to press in January 1982.

Zone A N. Africa Middle East	12p	10p	10p
Zone B America Africa India S.E. Asia	12p	2p	10p
Zone C Australia Japan China	12p	12p	10p

Please use the postcode

Prestige Booklet containing Machin basic rates' stamps.

Wedgwood is a pottery firm founded in 1759, in England, by Josiah Wedgwood. (Nowadays is an American company based in New York). Wedgwood worked with the established potter Thomas Whieldon until 1759 when relatives leased him the *Ivy House* in Burslem, to start his own pottery business. In 1765, Wedgwood created a new earthenware form which attracted the then British Queen consort Charlotte, who gave permission to call it "Queen's Ware"; this new form sold extremely well in Europe. Wedgwood developed a number of further industrial innovations for his company, notably a way of measuring kiln temperatures accurately. Wedgwood's most famous ware is jasperware. It was created to look like ancient cameo glass. It was inspired by the Portland Vase, a Roman vessel which is now a museum piece.



Plastic ware and inexpensive china are quite popular today.

Lenox, an American company that sells tabletop, giftware and collectible products, is the major manufacturer of bone china in the United States. founded in 1889 by W.S. Lenox in Trenton, New Jersey, it was organized as an art studio and not as a factory. It did not produce a full range of ceramic articles but rather one-of-a-kind art wares. Lenox's products were first displayed at The Smithsonian in 1897. Lenox was the first North American bone china employed in the White House, among the U.S. presidents who used Lenox coffee services are Roosevelt, Wilson, Truman and Clinton.

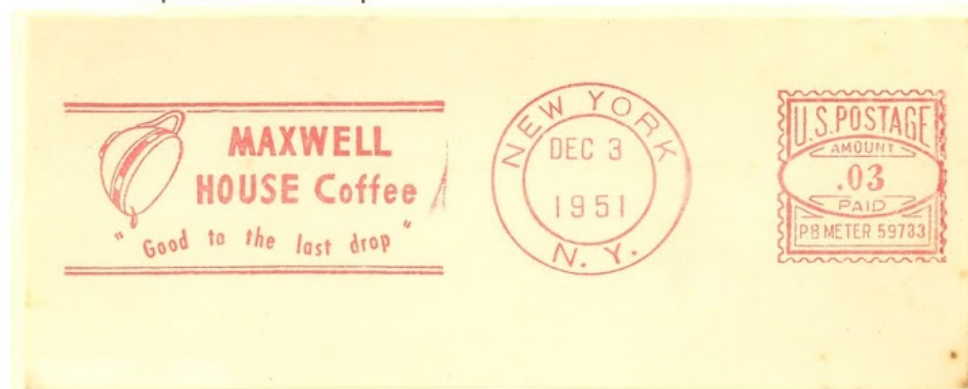


Porcelain soon is manufactured in a significant number of countries. Well known names include Sevres and Limoges in France, and The Royal Factory *La China* in Spain.



GOOD TO THE LAST DROP

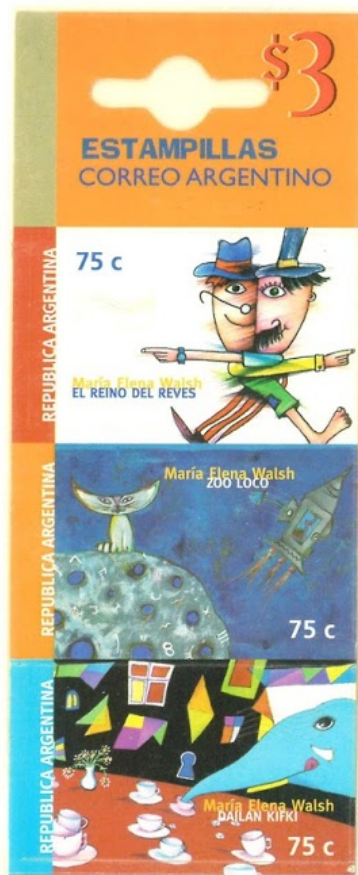
3. Coffee's culture and paraphernalia
The cup: till the last drop



Maxwell House is a brand of coffee manufactured by a division of Kraft Foods. Introduced in 1892, Joel Cheek named his new coffee blend Maxwell House in honour of the Hotel of that name in Nashville, Tennessee. For years, until the late 1980s it was the largest-selling coffee in the United States. "Good to the last drop", the company's slogan, which is often incorporated into their logo and is printed on their labels, was used for the first time in 1917.

A personal relationship hold with an ancient friend: the coffee cup.

The cup (or the mug) is personal. Persons who drink coffee regularly, in the job, at the desk, reading a paper, easily get accustomed to use only a mug or cup, one which shows their preference. A cup is a container with a single handle, used primarily for drinking fluids, generally hot. In some places, it is called jug. They may show different shapes, colors and sizes, might be decorated or plain. Perhaps the feature common to all is the handle for easy operation.



Austria 10 heller, 1908.
Steaming coffee cup
Perfin



A mug is a sturdily built type of cup often used for drinking hot beverages, such as coffee, tea, or hot chocolate. Often mugs have handles and hold a larger amount of fluid than other types of cup.

A mug is a less-formal style of drink container and as a rule it is not used in formal place settings, where a teacup or coffee cup is preferred. Ancient mugs were usually carved in wood or bone or shaped of clay, but most modern ones are made of ceramic materials.



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中環中心48樓
《CUP》訂閱部收

Usually a mug holds approximately 12 fluid ounces (350 ml) of liquid, a tea cup double.



Or directly from the pitcher

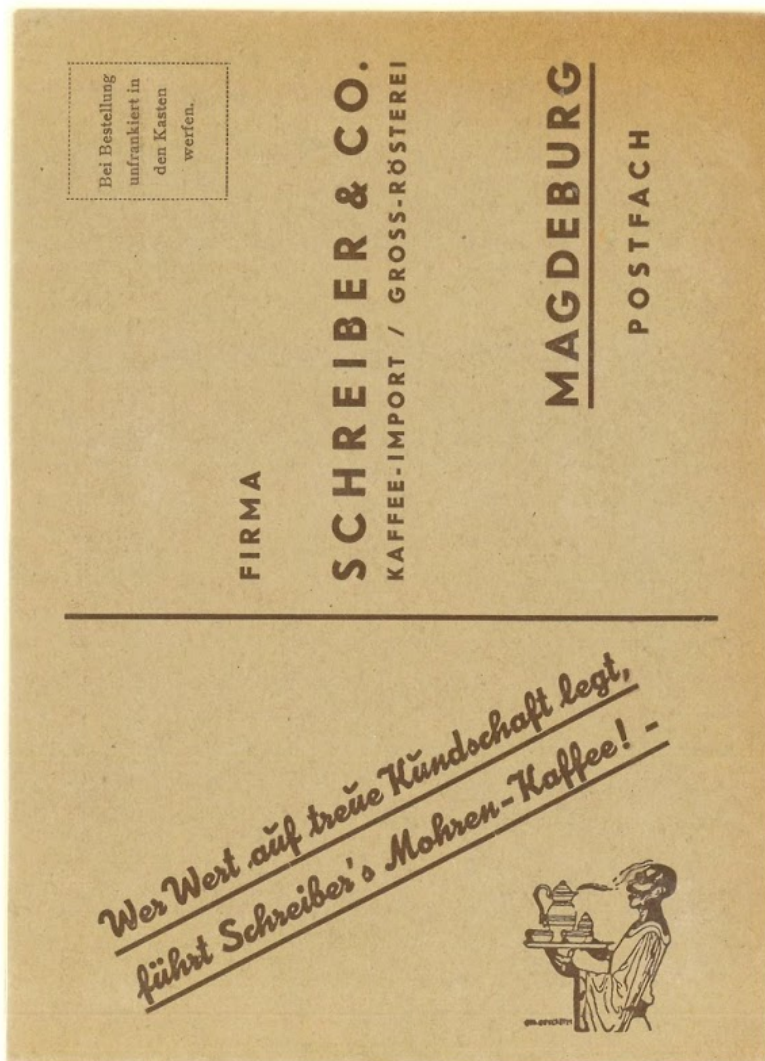
GOOD TO THE LAST DROP

3. Coffee's culture and paraphernalia
The coffee service and the universal use of trays.



Other uses for tableware. Cup and dishes used as marriage argument.

Porcelain or engraved metallic trays were originally part of the Yemen and Arab coffee culture. Although soon they were adopted in Europe, where they are widely used, particularly in Scandinavia and Central Europe. Lusterware was produced in Mesopotamia in the 9th century; the technique soon became popular in Persia and Syria. Lusterware was later produced in Egypt from the 10th to the 12th centuries. Lusterware is a type of pottery or porcelain with a metallic glaze that gives the effect of iridescence, produced by metallic oxides in an overglazed finish.



Sales by mail.
Indicium bears out printed authorization to deposit in the mail without stamps.



10.00
DANMARK



Cup and dishes used as marriage argument.

Seabees V-mail with Naval censorship.

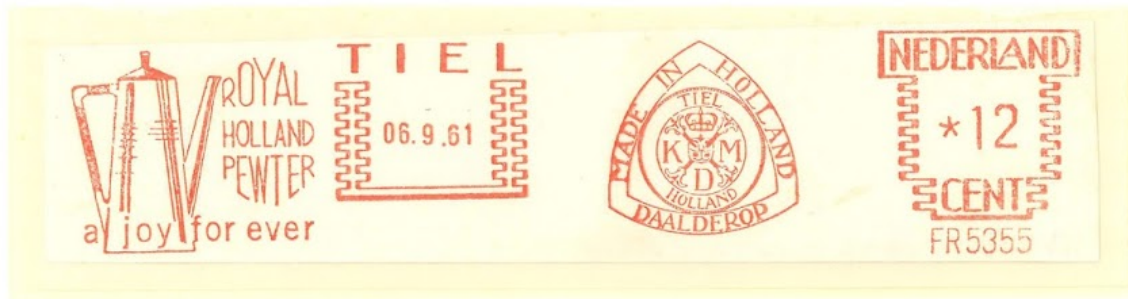


1943/1944 the 92nd Naval Construction Battalion was assigned to Pearl Harbour. Could it be really safer?

GOOD TO THE LAST DROP

3. Coffee's culture and paraphernalia Coffeepots

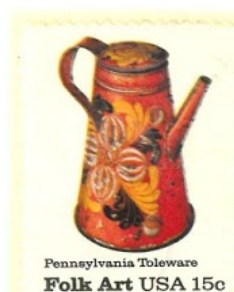
Pewter is a malleable alloy, includes 85 to 99% tin, with the rest consisting of copper, antimony, bismuth and sometimes, lead and silver. Copper and antimony act as hardeners while lead is common in the lower grades, which have a bluish tint. Pewter has been first used around the beginning of the Bronze Age in the Near East. Pewter has been very popular as a cheap solution for coffee pots.



Nordic design (ie Denmark and Sweden) is proud to offer specially created coffee-pots in inert materials (so said) such as silver and stainless steel.



Swedish 18th century silver coffee pot, Arvid Castman, Eksjö, 1764.



A Kaiser's coffee pot cinderella admitted irregularly as payment for postage.

Toleware objects created from metal, typically tin or thin steel, and are often in decorative styles. Decorative painting on these items is common but not necessary. This style of decorative art spread from Europe to the United States in the 18th century, and was popular in US kitchens in the 18th and 19th centuries.

Porcelain is a ceramic product traditionally white, compact, hard and translucent. Created by the Chinese in the seventh or eighth century, it required a long time before it was reinvented in Europe. The porcelain is produced from a paste composed by kaolin, feldspar and quartz. The cooking process is conducted in two stages. The first is obtaining the "biscuit" (850-900oC) and the second corresponds to the glazing (between 1175 and 1450oC). Decorating porcelain entails a third baking with pigments derived from metal oxides. These may also alter the coffee's flavor.



The selection of a coffeepot is an important decision. The materials transfer their flavor into the drink. Coffeepots emerge as new icons for the industry.

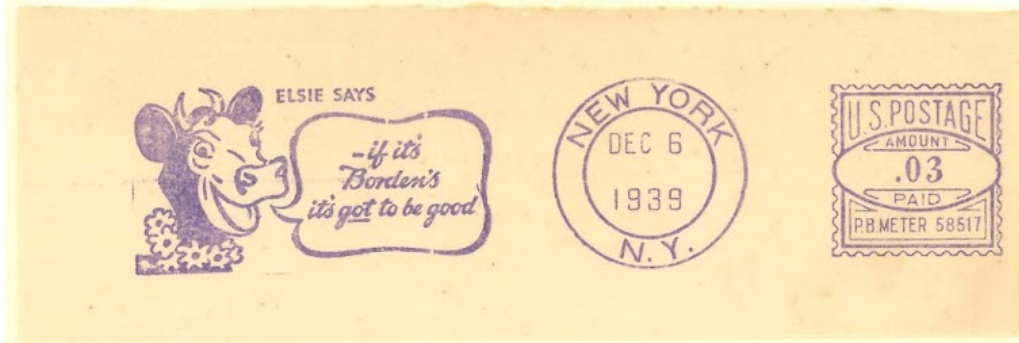
In 1880, at age 18, Josef Kaiser worked at the grocery store of his parents in Viersen. Some of its sales were green coffee sold door to door. But housewives roast it wrong, burned and damage the beans. Josef obtained, after much effort, a method to roast coffee and found a real market niche for it after the war in 1871, for there was an overall growth of the German economy and many people could afford this small luxury.

Kaiser grew and became a chain of important supermarkets and cafes (1885: Duisburg, 1887: Berlin), always recognized by the logo of the coffeepot. In 1971, Kaiser's Kaffee Geschäft AG was acquired by the large supermarket chain Tengelmann.

GOOD TO THE LAST DROP

4. A remarkable match
Milk, cream and distinctive coffees.

While a traditional black brew is the custom in major coffee-drinking cultures like Ethiopia and Turkey, the blend of milk and coffee has been going strong elsewhere for a large part of the last century. Spanish enjoy something called a cortado (cut) and Italians the cappuccino, a balanced blend of espresso, steamed milk and foam.



A cartoon character, Elsie the Cow, performs as emblem for the Borden Dairy Company since 1936. Elsie was created in the 1930s to symbolize the "perfect dairy product", and remains among the most familiar logos in North America. At one time, Borden was the largest U.S. producer of dairy and pasta products. The company opened in 1857 in Connecticut and its primary product was condensed milk. Borden pioneered the use of glass milk bottles in 1885.



The motto "Bears brand for coffee" is notorious among dairy products in Germany. The Swiss Bern Alpenmilch Society was founded in 1892 by the hotelier Cesar Ritz. He chose a brown bear, the heraldic animal of Bern, as a symbol of its products. In 1912, its German branch in Biessenhofen, created the first unsweetened condensed milk, containing 10% fat, under the name "Bear Brand Alpine milk" and a label with a bear feeding her cub with a milk bottle.



Cappuccino is prepared with espresso, hot milk, and steamed milk foam. It contains much less steamed or textured milk than the caffè latte; the foam is usually visible above the side of the cup. A cappuccino is traditionally served in a porcelain cup, which has better heat retention than glass or paper. The foam on top of the cappuccino acts as an insulator and helps retain the heat of the liquid, allowing it to stay hotter longer.



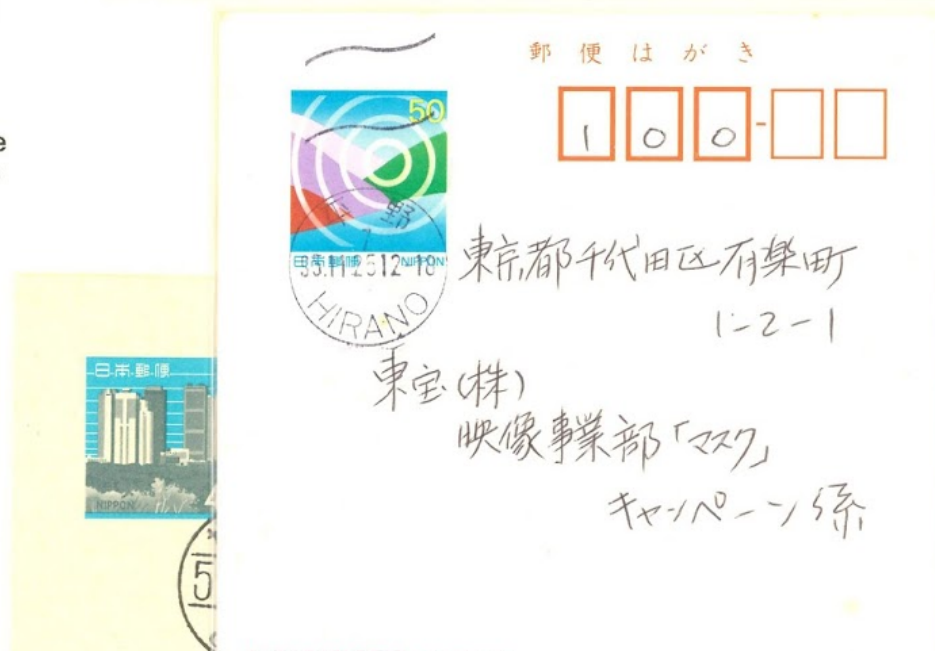
A cortado is an espresso with a small amount of warm milk to reduce the acidity. It's usually served in a special glass, often with a metal ring base and a metal wire handle.



A latte is a portion of espresso and steamed milk, generally in a 1:3 to 1:5 ratio of espresso to milk, with a little foam on top.

Different groups and cultures mix their coffee with sugar, milk, liquors and other. Youngsters are taught to drink a glass of milk with some drops of "tinta" (black)

Carnation is largely known for its evaporated milk, a product created in 1899. The brand has since been used for other related products including milk-flavouring mixes. Nestlé acquired the Carnation Company in 1985.



再生紙はがき 売価 45円



サイドbyサイド
コーヒーに
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*REG. TRADEMARK

ネスレ日本株式会社

Milk substitutes: the long-selling powdered creamer (Brite) or the Melodian (メロディアン) low calorie non dairy creamer "extra" (エフストラ).

GOOD TO THE LAST DROP

4. A peculiar match

Irish Coffee, Carajillo, Coffee liqueur and other alcoholic blends.

Alcoholic coffee drinks make for a delicious touch at the end of a dinner or to begin a day. There are two simple choices. Either you infuse your coffee with a little bit of liquor or you add a caffeine shot to your drink.



Rüdeshheimer Kaffee was invented in 1957 in Rüdeshheim am Rhein, Germany, by the German television chef Hans Karl Adam.

Asbach Uralt brandy and sugar cubes are added to a cup specially designed for this beverage. The brandy is flambéed and stirred for a minute until the sugar dissolves. Strong coffee is added, followed by a topping of thick cream sweetened with vanilla sugar. Chocolate flakes are spread on to the cream as a garnish.

Asbach's history dates back to 1892 when Hugo Asbach founded the company. The Treaty of Versailles decreed that the word Cognac could only be used for French, so Asbach coined the term Weinbrand for German brandy.



In the 18th century old Swedish folks started adding vodka into their coffee – kaffekask or kaffegök.

Roslagens' arms is a poem by Evert Taube (1890-1976) a songwriter and troubadour. The 1977 booklet shows words and music from Taube's popular song: "I mix peacefully my coffee with Crown (rum) / Sea gull with fish in his beak / Here dancing Calle Schewen (a waltz) with Roslagens maiden / And empty the two hundredth hook (fish hook) / It burns in the pine trees top".



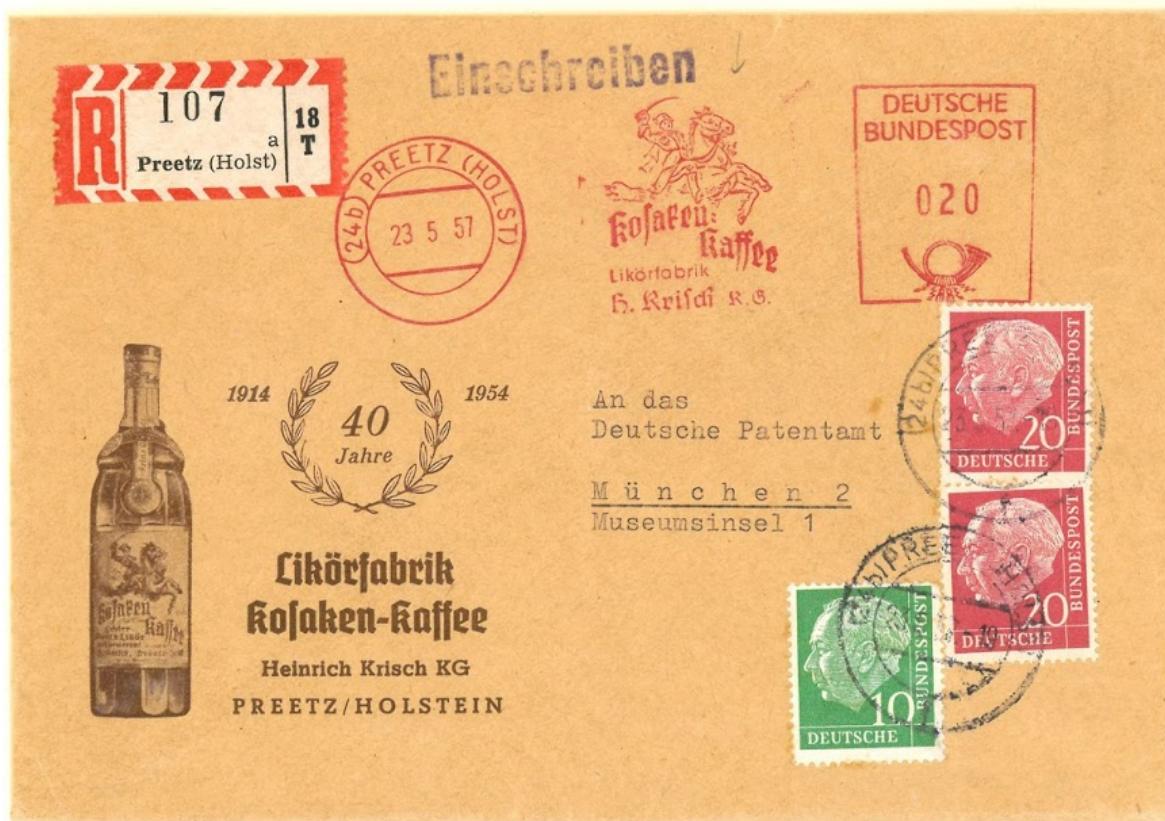
Carajillo is a drink that not only tastes better than the Irish cream coffee, but also is more elegant.

A rich and strong espresso shot topped up with brandy or rum and served in a small glass. If done correctly, the alcohol will remain at the bottom of the glass, which will make part of it slightly transparent. The strong bitterness of the espresso will linger above.



Blending the opposites: alcohol makes you mellow and the coffee perks you up.

Coffee liqueur is thick and sweet with a strong coffee flavor from which it gets its namesake. There well known and appreciated brands including Bahía (Brasil), Café Britt C. Liqueur, Café Rica (Costa Rica), Tía María (Colombia), Kahlúa (México), Coffee flavored Galliano Ristretto.



Kosaken Kaffee is a coffee liqueur with 26% vol., prepared according a classic recipe with selected Robusta and Arabica. The coffee beans are covered in several stages with alcohol and then treated with sugar, glucose, caramel and other ingredients to the finished product. The relatively small amount of sugar and the particularly high coffee proportion make this liqueur exceptionally hearty.

GOOD TO THE LAST DROP

5. Where and how to drink coffee The social life of coffee

The first coffee house opened in Damascus in 1530, and not long after there were many coffee houses along the eastern coast of the Mediterranean.

Long-lasting cafes are a selected group inaugurated in the 19th or the 20th century.

In 1868, a small café, Café Divan started up on the Place du Casino, Montecarlo, next to the Casino and the Hôtel de Paris. Renamed the Café de Paris few years later, it opened a tea room, bar and grill, apt to enjoy sorbets or ice-creams, sip coffee, or dine.



Gran Cafe La Parroquia, officially founded in 1808 in the port of Veracruz, Mexico, on the portals facing Our Lady of the Assumption, Cathedral of Veracruz today. Historical documents owned by the Municipal Archive of Veracruz give notice of its survival since about 1791.



Coffeehouse, coffee shop or café. Centers of social interaction, a place to talk, write, read, entertain one another, or pass the time, whether individually or in small groups.

A coffeehouse or café is an establishment which primarily serves prepared coffee or other hot beverages. It shares some of the characteristics of a bar or restaurant, but it is different from a cafeteria (large institutional auto service lunch room).

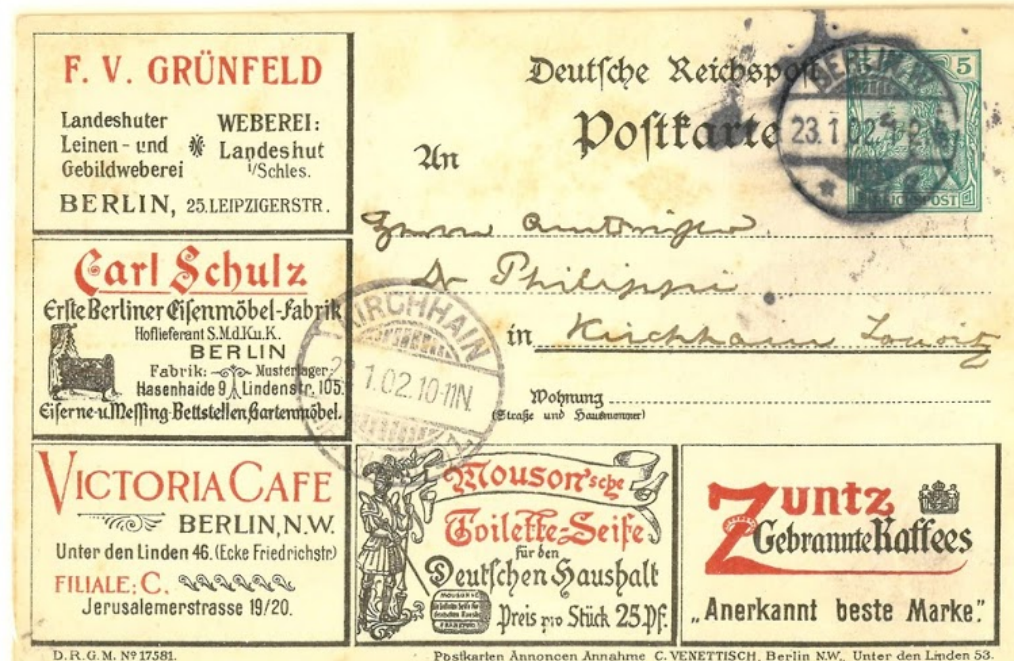
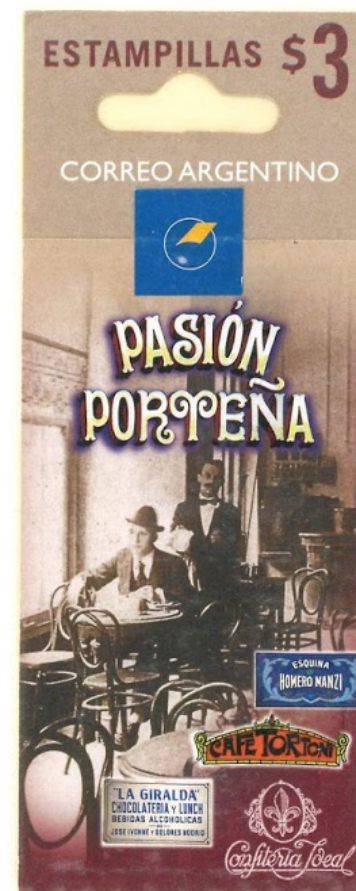
Café Tortoni, paradigm of Buenos Aires, was created in 1858 by a French immigrant named Touan, the name borrowed from an establishment of the Boulevard des Italiens.

The Giralda, another icon of Buenos Aires, is located since 1951 in Avenida Corrientes. It maintains the white walls covered with tiles and mirrored glass panels, the old wooden bar and other Victorian paraphernalia.

A few meters away Suipacha and Corrientes, Confitería Ideal was founded in 1912 by Don Manuel Rosendo Fernández. The venue was decorated with materials and components imported from Europe: French chandeliers, Czechoslovak armchairs, Italian stained glass, marble for stairs, faceted crystal for windows, etc.

The corner of San Juan and Boedo is a historic and traditional spot of Buenos Aires. The bar built in that corner in 1927, became a symbol of the urban culture of the forties. Homero Manzi is still the most visited tango café.

The corner of Unter den Linden and Friedrichstraße, where two of the most representative streets of the "Imperial City" of Berlin met, was one of the city's busiest intersections at the turn of the century. It was here that a trio of luminous cafes: Bauer, Kranzler and the Café Victoria – built the heavenly "three-part cafe constellation".



GOOD TO THE LAST DROP

5. Where and how to drink coffee
The social life of coffee

Cafes everywhere.

In the streets of the towns, tables set
on the sidewalk under canvas awnings.



Café Guerbois, on Avenue de Clichy in Paris, was
the site of late 19th century discussions among
artists, writers and art lovers: the bohèmes.
The FM illustration based on *The social gathering*
at Café Guerbois, by Édouard Manet, 1869.

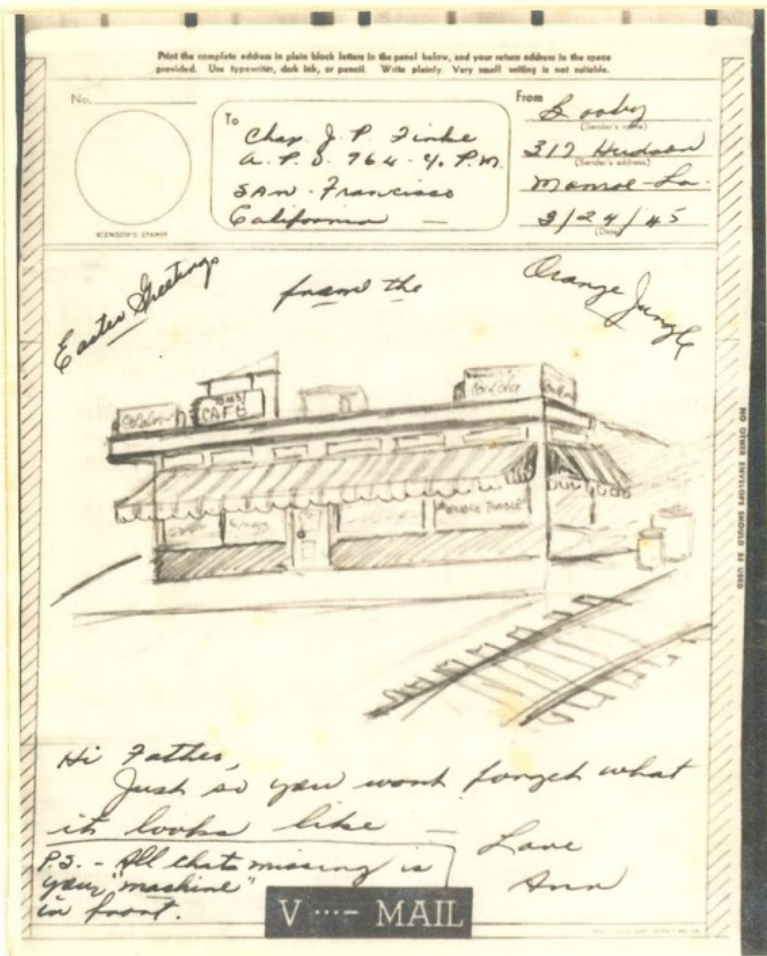


Small Business USA 20c

BEL-AIR DOOR COMPANY
304 SO. DATE AVE
ALHAMBRA, Ca
91803

"The Orange Jungle" a cafe in Monroe, LA, owned by Tom and
Mary (or Marian) Slavent, was a meeting point for army personnel
stationed at Selman Field during the Second World War.

The Ring-Café, Leipzig, inaugurated on January 13, 1956,
is located in the central part of the Leipziger Ring building,
dominating the Roßplatz. At that time with 800 seats it was
the biggest café of the German Democratic Republic.



EPILOGUE

1. Is there a future for coffee?
Trends. Gusto for better coffee and new customs. Espresso

The new social life of coffee includes an active participation in a diversity of activities, first enjoying the specialty coffee shops and the new gourmet machines.



Espresso is a concentrated beverage brewed by forcing a small amount of nearly boiling water under pressure through finely ground coffee beans. Espresso is brewed in Italian machines, ie Lavazza, Nuova Simonelli, Bialetti, and Rancilio. Espresso often has a thicker consistency than coffee brewed by other methods, a higher concentration of suspended and dissolved solids, and a creamy texture foam.



Espresso bars are a type of coffee-house that specializes in serving espresso-based drinks.



Since the flavors and chemicals in a typical cup of espresso are very concentrated, it is the base for other drinks, such as a latte, mocha cappuccino, macchiato.



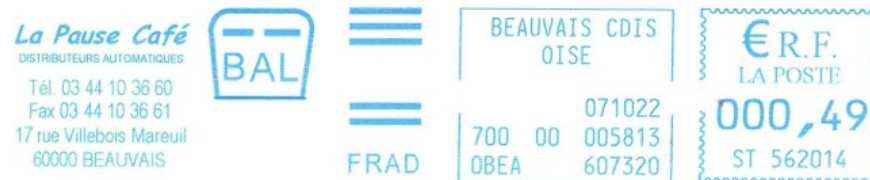
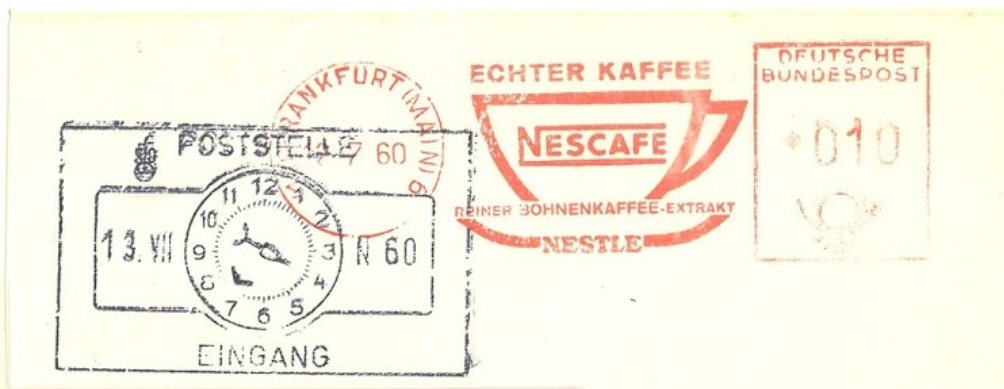
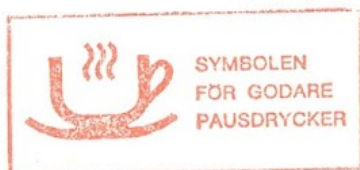
EPILOGUE

1. Is there a future for coffee?
Trends. The new social life of coffee

Organic coffee. The coffee break (pausdrycker in Swedish). The gourmet machines.



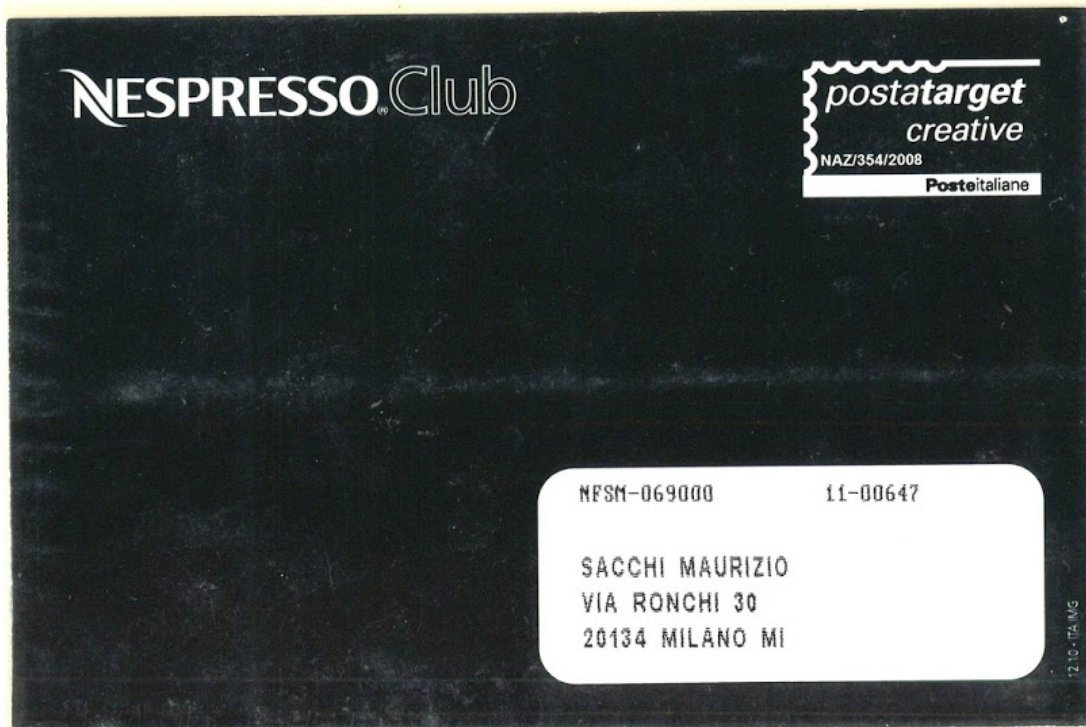
Coffee produced without the aid of artificial chemical substances, as certain additives or some pesticides and herbicides is known as organic coffee. Such agriculture can strengthen the natural environment's resistance to disease. For instance, organic coffee is generally shade-grown, a quality that promotes forest preservation.



In 1976, Eric Favre, an employee of Nestlé, invented, patented and introduced the Nespresso system for capsules. In a coffee capsule coffee is packed in a plastic or aluminum cup instead of a paper filter, and it is usually designed for use with a single brand or system.

Postatarget Creative is the Italian Post service to send original and creative mailing, to targeted customers similar to Publibel. Postatarget cards are usually post prepaid.

The automatic machine. Studies prove it: the coffee break has beneficial effects on the employee in terms of comfort at work, team-building, and even efficiency or concentration. Therefore, companies are now working to expand their relaxation corners, moving the machine up to real dedicated rooms with appropriate decor and furniture. And more: the installation of a set of automatic dispensers for hot drinks, cold drinks, snacks, possibly a water fountain, and various amenities and, depending on available space, tables and chairs and even a microwave.



A coffee break is a term for a brief ten to 20 minute break from the workday, during which it is common to enjoy a cup of coffee, or tea, or a small snack. It serves as a brief social gathering and rest period, and is frequently a requirement for employees at a number of business or industries.



EPILOGUE

1. Is there a future for coffee?

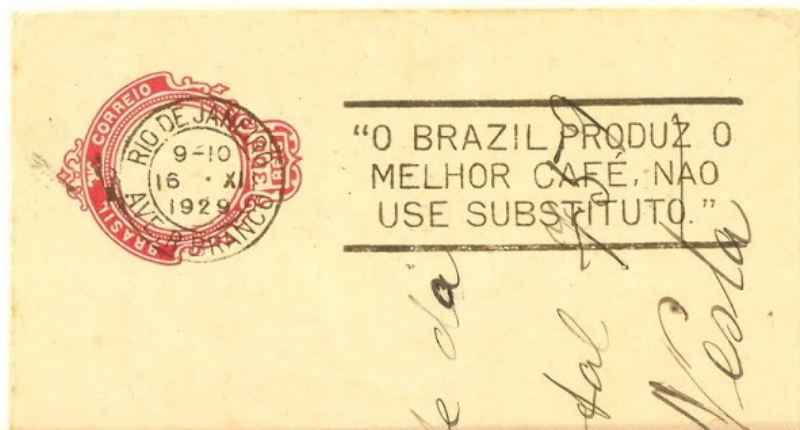
Trends. Designation of origin, single-origin and specialty coffees
 Single-origin coffee is coffee grown within a single known geographical origin. Sometimes this is a single farm, or a specific collection of beans from a single country. The name of the coffee is then usually the place it was grown to what-ever degree available. Single-origins are viewed by some as a way to get a specific taste, and some independent coffee shops have found that this gives them a way to add value over large chains.

Countries and brands make every effort to show their virtues and to correlate them to their origin (land, range of altitude, weather and treatment)

Brazil versus Colombia

The biggest world producer is Brazil, who makes about 15% of the coffee global market. It is said that most coffee imported in the United States comes from Brazil. The majority of its exports are known as Brazilian Naturals which is an unwashed Arabica. The best beans are Bourbon Santos and Bahia.

Colombia is the second biggest producer and number one in Arabica type coffee, which is considered the highest quality bean. The key importing countries are the United States, Germany, Japan, Italy and other European countries. Colombian Coffee is a protected designation of origin granted by the European Union (September 2007) that applies to the coffee produced in Colombia.



Colombia's mild coffees.
 Waterlow's file copies



Colombia's mild coffees. *Lithographic varieties: three different printings*



And the winners are:



Jamaica's Blue Mountains a genuine designation of origin



San Marcos La Minita, a typical coffee estate.

Contemporary trends:

Estate coffees are a specific type of single-origin coffee. They are generally grown on a single farm, which might range in size from a few acres to large plantations occupying many square miles, or a collection of farms which all process their coffee at the same mill.

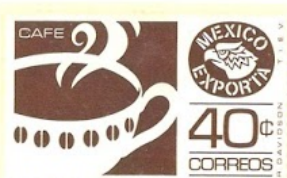
Micro-lot coffees are another type of specific single-origin coffee from a single field on a farm, a reduced range of altitude, and specific day of harvest. Jamaica's Blue Mountains and Costa Rica's San Marcos La Minita are among the most well-known single-origin coffees.

EPILOGUE

2. Is there a future for coffee?
Exports augment and their value is higher

Through the last century exports in

Mexico prepared eight printings in t



1976 40 c. dark coffee



1981 – 40 cents. Claret. White gum, bright fluorescence



1981 – Reddish coffee. Yellow gum, blue fluorescence



1987- 100 pesos block perforation 11½ x 11



1988 100 pesos dark coffee, comb perforation 14



1988 100 pesos, perforation 14. Shades



1988 100 pesos, perforation 14. Shades

Exports in the first 8 months of coffee year 2012/13 (Oct/12 to May/13) have increased by 5.2% to 75.69 million bags compared to 71.96 million bags in the same period in the last coffee year.

In the twelve months ending May 2013, exports of Arabica totaled 68.22 million bags compared to 64.90 last year; whereas Robusta exports amounted to 45.03 million bags compared to 39.45.



10th issue "Exporta". Without sheet number.
Perforation 14. Shades: coffee



Shades: reddish coffee



COFFEE PROTO PAGE

LONDON
COFFEE
HOUSES

KEY
COFFEE HOUSE
CHANDOS STREET
COVENT GARDEN

1830

Sir John Bisset
W. C. H.
1 1/2 Tavistock Street
Bedford Square
London

ON
BACK

PERTH
26
AP
1837

APR
H 27 M
1837

B
28 AP 28
1837

RECEIVING OFFICE EDINBURGH RECEIVING OFFICE LONDON UNPAID MORNING MARK

POSTAL RATE:- PERTH-LONDON-438 MILES-1/2'
ADD 1/2^d-LEVY ON TURNPIKE ROADS
TOTAL-1/2 1/2^d.



Northumberland
1817 Toobate

NECASILE-PT
1817

TOO LATE

Bedford Coffee House
Covent Garden
London

Transit
Asbourne Bishop mark
1773 Monvash/Debysh

To Robert Chester Esq
at the Holly Coffee House
in Chancery Lane
London,

14

WISH