

MAY COVER STORY

Why Americans Are Obsessed With Coffee

The \$30 billion a year business is booming



CURRENT ISSUE



Subscribe to Coffee Lush and get in-depth stories plus special offers each month »

WHAT'S HOT



Did you know?

Starbucks' Venti (20-ounce) and Grande (16-ounce) each contain two shots of espresso. The Venti just has more milk. So if it's caffeine you're after, size doesn't matter.



Cats & Coffee

The San Francisco Bay Area is getting the United States' first and second cat cafes, a feline phenomenon that originated in Japan and reimagines cafes as oases.



Spilling Beans

Baristas from across the country chime in and tell Coffee Lush what they like best (and worst) about their position.



DAILY CUP LATEST NEWS

Good to the Last Drop »

One of coffee's oldest brands, Maxwell House, is launch a sweeping re-branding this year, including a multimedia ad campaign, new logos, new products, and considerable money invested in refreshing the Kraft Foods-owned brand.

Farm Reform »

Colombian coffee growers are planning an April 28 protest, along with producers of other agricultural products, to demand farming reforms promised by the government after August 2013's protests, which blocked traffic and briefly turned violent.

Less Yen for Quick Coffee »

With a coffee boom brewing in Japan's convenience stores, Family Mart Co. is lowering the price of its coffee this week, in a move to compete with similar offerings in Japan's 7-Elevens.

Easy Oats »

General Mills is working on an oatmeal that can be prepared via Keurig's single-serve coffee machine.



TWEET OF THE WEEK



@emstudd I love drinking coffee from my fav mug reading my fav mag @CoffeeLush