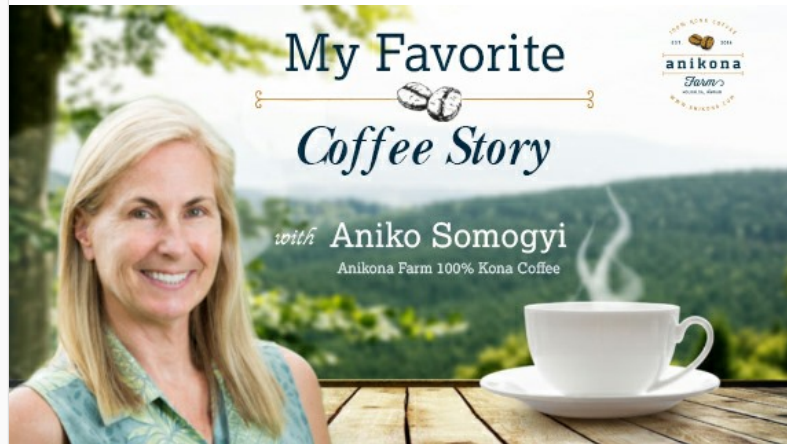


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My Favorite Coffee Story
Archives Available
August 29th 2017: Rise of Coffee Culture

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How did we end up with the phrase "give yourself a coffee break?" What was coffee culture like in the early days and how did it evolve across the country? We'll share favorite coffee stories about coffee culture in the 1970's and 1980's with our special guest, Stephan Roche, who was on the front lines of early coffee culture as brand assistant for Folgers at P&G. Stephan witnessed the shift to higher quality speciality coffees and the rise of Starbucks and Pete's Coffee.

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Featured Guest



Stephan Roche

Since drinking his first cup out of a percolator growing up in New England, Stephan has been an avid fan of coffee. His lifelong connection with coffee has taken him from the front lines of Folgers as a brand assistant at P&G right out of college to the Kauai coffee fields as a Bain & Company consultant many years later.

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