



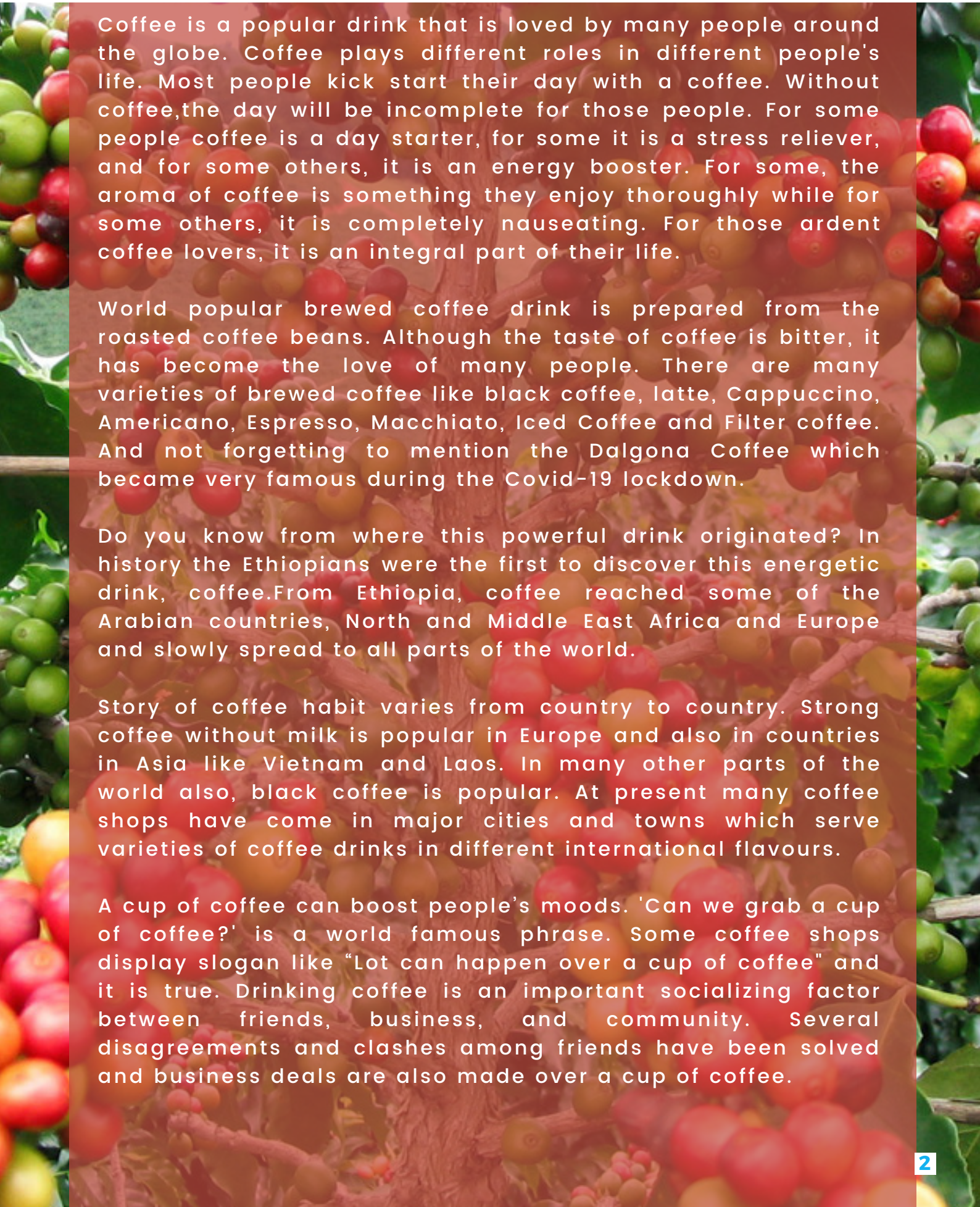
# **COFFEE: A LOT CAN HAPPEN OVER A CUP OF COFFEE**

**CASE STUDY/INSIGHT**





## COFFEE: A LOT CAN HAPPEN OVER A CUP OF COFFEE



Coffee is a popular drink that is loved by many people around the globe. Coffee plays different roles in different people's life. Most people kick start their day with a coffee. Without coffee, the day will be incomplete for those people. For some people coffee is a day starter, for some it is a stress reliever, and for some others, it is an energy booster. For some, the aroma of coffee is something they enjoy thoroughly while for some others, it is completely nauseating. For those ardent coffee lovers, it is an integral part of their life.

World popular brewed coffee drink is prepared from the roasted coffee beans. Although the taste of coffee is bitter, it has become the love of many people. There are many varieties of brewed coffee like black coffee, latte, Cappuccino, Americano, Espresso, Macchiato, Iced Coffee and Filter coffee. And not forgetting to mention the Dalgona Coffee which became very famous during the Covid-19 lockdown.

Do you know from where this powerful drink originated? In history the Ethiopians were the first to discover this energetic drink, coffee. From Ethiopia, coffee reached some of the Arabian countries, North and Middle East Africa and Europe and slowly spread to all parts of the world.

Story of coffee habit varies from country to country. Strong coffee without milk is popular in Europe and also in countries in Asia like Vietnam and Laos. In many other parts of the world also, black coffee is popular. At present many coffee shops have come in major cities and towns which serve varieties of coffee drinks in different international flavours.

A cup of coffee can boost people's moods. 'Can we grab a cup of coffee?' is a world famous phrase. Some coffee shops display slogan like "Lot can happen over a cup of coffee" and it is true. Drinking coffee is an important socializing factor between friends, business, and community. Several disagreements and clashes among friends have been solved and business deals are also made over a cup of coffee.



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Formal meeting between an employer and employee, a casual conversation between two people, first meeting between two persons, reunion of friends, or even discussion of a problem can begin with a cup of coffee.

In south India there is a unique way of making coffee called as Filter Coffee or Degree Coffee. This coffee is very popular and this filter coffee is an addictive one. South Indian Filter Coffee is favourite for many. On social gatherings, morning breakfast or evening snacks are never complete without a cup of aromatic Filter Coffee.

Though there are many benefits of coffee, there are also limitations. Coffee without sugar is excellent for the health from the calories point of view. Over consumption of coffee should be avoided since it has side effects. Over consumption of coffee could cause insomnia, restlessness, nausea and nervousness. It goes with the saying too much of anything is good for nothing.

In a nutshell, coffee is a wonderful drink which gives freshness, energizes, and helps in building relationship and socializing with people. Whether we like it or not, Coffee has become an integral part of our lives.

Can we have a cup of Coffee together?

