



A farmer shows a handful of freshly picked coffee fruit or "cherries" in Vietnam.

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For the full exhibit checklist with  
annotations, online exhibits, and past  
exhibits, please see:

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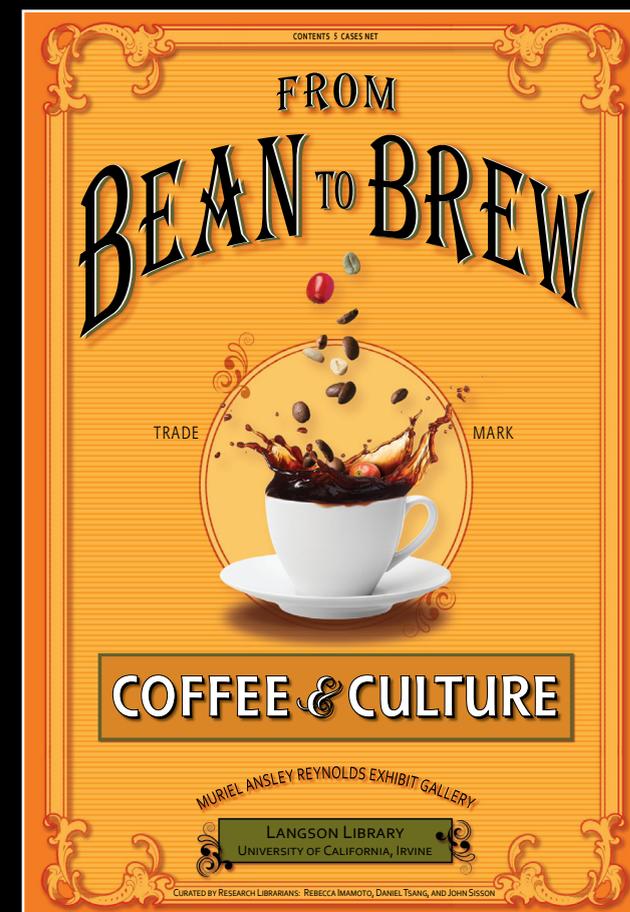
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# FALL EXHIBIT LANGSON LIBRARY



NOVEMBER 2014 - APRIL 2015  
MURIEL ANSLEY REYNOLDS  
EXHIBIT GALLERY

Welcome to the UC Irvine Libraries' Fall exhibit, *From Bean to Brew: Coffee and Culture!*

*From Bean To Brew* highlights the adoption of coffee as a widely consumed beverage and spans areas covering coffee production, the marketing of coffee, and the modern economics of coffee. The exhibit also showcases coffee culture in Orange County.

We are honored to have Steven Topik, UCI Professor of History, and Martin Diedrich, Founder and Master Roaster of *Kéan Coffee*, as opening night speakers at our event on November 12, 2014.

Professor Topik specializes in world history through the study of commodities, especially coffee. He has authored, co-authored, and edited several books including "The Global



Steven Topik,  
UCI Professor of History

Coffee Economy in Africa, Asia and Latin America, 1500-1989", and is currently working on a world history of coffee since 1500. Mr. Diedrich founded *Diedrich Coffee* in Costa Mesa in 1984 and *Kéan Coffee* in 2005. He is considered one of the pioneers of the coffeehouse phenomenon and is an internationally recognized coffee expert.

This exhibit will be on display through mid-April 2015 during regular library hours. I hope you enjoy learning about the evolution of coffee. I invite you to view additional thought provoking exhibits at the UCI Libraries in the future.

Lorelei Tanji  
University Librarian



Martin Diedrich,  
Founder and Master  
Roaster of Kéan Coffee

of coffeehouses all over Europe by the mid-1600s. Coffeehouses promoted conversation, inspiration, and revolution throughout Europe in the "golden age of coffeehouses". Today the world and especially America are immersed in a ubiquitous coffee culture.

Coffee influences and enhances our work lives, social interactions, and daily conversations. People now approach coffeehouses with a search for authenticity. We want the artisan,



Tontine and Merchants Coffeehouses on opposite corners of Wall Street and Water Street in New York City. These coffee houses were important meeting places for laborers, professionals and for major political groups. Painting by Francis Guy, 1797.

hand-crafted experience and the perfect cup. Orange County has embraced the search for

great coffee through business such as *Diedrich's*, *Kéan*, *Portola*, and *Coffeebar Byul*.



Kyoto coffee dripper in action  
at Portola Coffee Lab. Costa  
Mesa, Ca

Coffee is a major crop in the global economy and the global trade in coffee impacts hundreds of thousands of lives on Earth. Today, in this socially responsible era, our daily cup is more and more likely to be brought to us following principles of fair trade and good labor practices.

*From Bean to Brew* shows how a shrub growing in the highlands of Ethiopia became the source of one of the world's most popular drinks. Coffee as

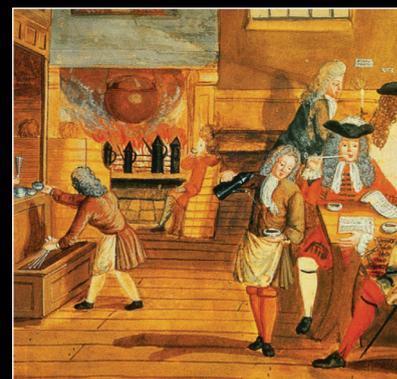


"Kaldi" dancing with his herd of caffinated goats.

a beverage was "discovered" sometime in the 9th century A.D by Sufi monks. It became a popular substitute for alcoholic

beverages that were forbidden under strict Muslim religious law as it moved from the sacred

to the secular world. Drinking coffee socially in coffeehouses gave rise to the realization that it promoted conversation, music, writing, and art.



"The English Coffeehouse." Anonymous artist, c1705.

When the Western world discovered coffee, consumption lead to the introduction