



God in a Cup: The Obsessive Quest for the Perfect Coffee

By Michael Weissman

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Can a cup of coffee reveal the face of God? Can it become the holy grail of modern-day knights errant who brave hardship and peril in a relentless quest for perfection? Can it change the world? These questions are not rhetorical. When highly prized coffee beans sell at auction for \$50, \$100, or \$150 a pound wholesale (and potentially twice that at retail), anything can happen.

In *God in a Cup*, journalist and late-blooming adventurer Michael Weissman treks into an exotic and paradoxical realm of specialty coffee where the successful traveler must be part passionate coffee connoisseur, part ambitious entrepreneur, part activist, and part Indiana Jones. Her guides on the journey are the nation's most heralded coffee business hotshots—Counter Culture's Peter Giuliano, Intelligentsia's Geoff Watts, and Stump-town's Duane Sorenson.

With their obsessive standards and fiercely competitive baristas, these roasters are creating a new culture of coffee connoisseurship in America—a culture in which \$10 lattes are both a purist's pleasure and a way to improve the lives of third-world farmers. If you love a good cup of coffee—or a great adventure story—you'll love this unprecedented look up close at the people and passions behind today's best beans.

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God in a Cup: The Obsessive Quest for the Perfect Coffee By Michael Weissman Bibliography

- Sales Rank: #56500 in Books
- Brand: Weissman, Michael
- Published on: 2008-04-18
- Released on: 2008-05-05
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .94" w x 6.00" l, 1.12 pounds
- Binding: Hardcover
- 268 pages

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