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Merry White

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Merry White : Coffee Life in Japan before purchasing it in order to gage whether or not it would be worth my time, and all praised Coffee Life in Japan:

3 of 3 people found the following review helpful. Fantastic exploration of Coffee in Japan!!By Jeremy HunterI read this from start to finish in a day. I couldn't put it down. Not only was it a fascinating exploration of the history and role of coffee culture in Japan, it offered up some places we could visit. (Which we did!). I love this book! I was even able to talk about coffee to my Japanese coffee maniac friends about stuff even they didn't know!10 of 10 people found the following review helpful. Coffee and JapanBy CoffeeCatThick with clear understanding of both Japan and Coffee.

Very good but long read. Read this while traveling in Japan to a Coffee Show and visiting Coffee Roasters and Cafes. I was surprised how accurate and insightful this book was on both topics. 6 of 7 people found the following review helpful. Coffee and Japan By EdM. Excellent reading material for those who are interested in the history of coffee and/or Japan. The focus is on the story of coffee and its impact in Japan and the evolution of the cafe, coffee shop. The first few chapters give a good overview of the 1930s cafes as well as the introduction of the beverage to Japan in the late seventeenth hundreds. The Japanese took coffee and made it a national drink that is unique to the country. The post war period saw the proliferation of the coffee shop and different varieties such as jazz or theme cafes. The modern coffee shop (from the seventies to today) offer even more variations even though the small traditional cafe seems to be the first choice for most. Corporate coffee chains like Starbucks find out what matters to the Japanese consumer is good quality coffee and the blends of different varieties of bean as well as the individual atmosphere of a Japanese cafe. The most interesting chapter is the one concerning Japan and its influence on the international coffee market. The best coffee from Brazil is purchased by the Japanese coffee companies and the price paid influences the second tier price for other beans that are bought by other countries. The book is interesting for history readers also as the author manages to convey a distinct tone for the chronicle of the role of coffee and the coffee shop in twentieth century Japan. The future is bright for the coffee consumer and the cafe proprietor. Note: the Japanese style coffee shop now has come to America in NYC and San Francisco.

This fascinating book part ethnography, part memoir traces Japan's vibrant cafe society over one hundred and thirty years. Merry White traces Japan's coffee craze from the turn of the twentieth century, when Japan helped to launch the Brazilian coffee industry, to the present day, as uniquely Japanese ways with coffee surface in Europe and America. White's book takes up themes as diverse as gender, privacy, perfectionism, and urbanism. She shows how coffee and coffee spaces have been central to the formation of Japanese notions about the uses of public space, social change, modernity, and pleasure. White describes how the cafe in Japan, from its start in 1888, has been a place to encounter new ideas and experiments in thought, behavior, sexuality, dress, and taste. It is where a person can be socially, artistically, or philosophically engaged or politically vocal. It is also, importantly, an urban oasis, where one can be private in public.

Required reading for coffee's true believers and industry insiders.