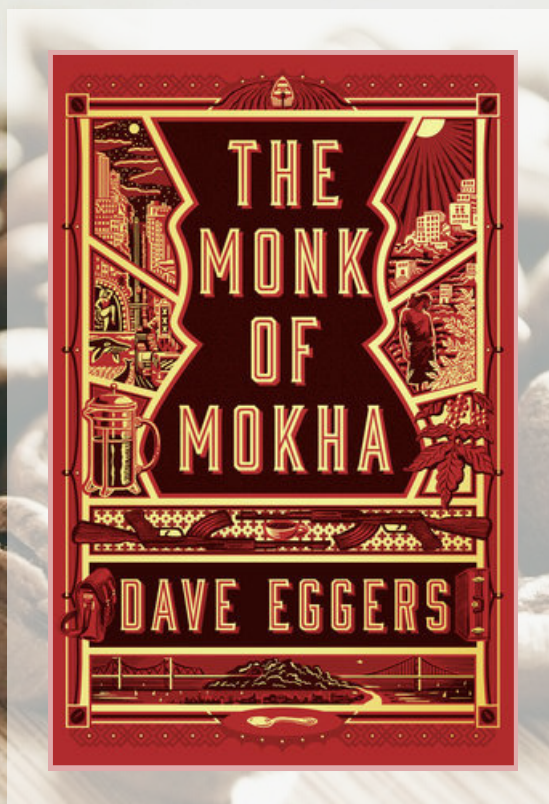


Literary Escape: A Cupping of Coffee and a Good Book



“

I taste classical jasmine and rose..I picked up some Fuji apple..I tasted a whole flowerpot.

”

Take yourself on a literary escape with the incredible true story of a young Yemeni American man, raised in San Francisco, who dreams of resurrecting the ancient art of Yemeni coffee but finds himself trapped in Sana'a by civil war.

While reading the Monk of Mokha, you'll discover the astonishing history of coffee and Yemen's central place in it.

Leave San Francisco and travel deep into Mokhtar Alkanshali's

ancestral homeland to tour terraced farms high in the country's rugged mountains and meet beleaguered but determined farmers. (pegnuinrandomhouse.com)

Follow Mokhtar's path to learning the secrets of coffee roasting, grading, and cupping. By the end of the book, you'll want to immerse yourself on a coffee tasting adventure.

And I've got a few ideas up my sleeve for you...

Christi

Mini-Adventure: Go on a Coffee Tour

From bean to cup, learn how coffee is made. See it roasted in-house and explore all the flavors and aromas during a cupping session.

Coffee tasting can be a launching point for exploration and discovery.

Get creative and plan a personal coffee tour.

Start with a simple array of flavors and aromas by attending a virtual class or reserve a cupping experience at **Blue Bottle Studio**.

Once you've learned what your preferences are - and discovered your coffee profile - go for a richer, bolder idea.

Extend your education and visit the specialty roaster locations talked about in the book. Sign up for the One Day Introduction to Coffee course at **Boot Coffee** in Marin, help mobilize people at **Bicycle Coffee** in Oakland, or unplug at **Sightglass Coffee** in San Francisco.

Not near any of these places? Find local specialty shops, or gourmet grocers and discover where the beans came from and how they were grown.



Mini-Adventure: Ride the Coffee Waves

Compare mass-marketed brands, coffee shops and specialty coffees.



This mini-adventure can be done on a low energy at-home day, or out on a day when you're all perked up.

1st wave coffee was mass produced and meant to bring coffee to the world. Stay home and try **Hills Bros., Folgers, or Maxwell House**.

Want something better tasting and feel like chillin' at a coffee shop? Try a 2nd wave cafe like **Starbucks, Dutch Bros. Coffee or Seattle's Best**.

Like fine wine, take the time to savor 3rd wave artistry from independent roasters. Try **Blue Bottle, Stumptown, or Intelligentsia**.

Mini-Adventure: Get Out in Nature

Over 400 studies show that nature has therapeutic effects, so grab your cup of joe and head off to a botanical garden, nursery, or coffee farm.

What better way to build strength and spirit than to get out among organic farms, tropical fruit trees and sweet coffee cherries?

Low on energy, but want to get out? Keep it low cost and no frills by visiting a local nursery with cup of coffee in hand.

Up for a day trip? Go on a walking tour of San Francisco's **Conservatory of Flowers** and see tropical (*coffee arabica*) plants in bloom.

Feel like going coastal? Make it a staycation! Visit California's first coffee farm and grow your coffee palette. **Good Land Organics** in Goleta, CA offers educational coffee tours May - September.

Students get the perk of seeing flowering coffee trees *and* harvesting of the coffee cherries. You'll also get to taste **Frinj Coffee** and the unique strong flavors that the cooler coastal temperatures create.



Ellwood Beach Goleta, CA

Need a Chill Day?

*Visit a specialty fair-trade coffee shop, order to-go, head home and watch **Black Gold**.*

Multinational coffee companies rule our shopping malls and supermarkets and dominate the industry worth over \$80 billion, making coffee the most valuable trading commodity in the world after oil. (<https://blackgoldmovie.com>)

How is it that we buy expensive lattes, yet coffee farmer wages remain so low that many have been forced to abandon their fields?

Learn about coffee trade the way Mokhtar did - download and watch the movie **Black Gold**. Better yet, do it after you've paid for a cup of coffee - and savor it.



Travel to....

A travel guide to inspire you. Use the Monk of Mokha and your heritage to get you on your way to visiting a place of your dreams.

Just as Mokhtar followed his coffee roots back to Yemen, you, too can use coffee and your heritage as the starting points for following your dreams. Coffee farms are all over the world and coffee itself have a deep history.

Connect with your roots and trace the history of coffee. Make it a vacation filled with rolling hillsides, farms, beaches, communities, local people, cafes and culture.

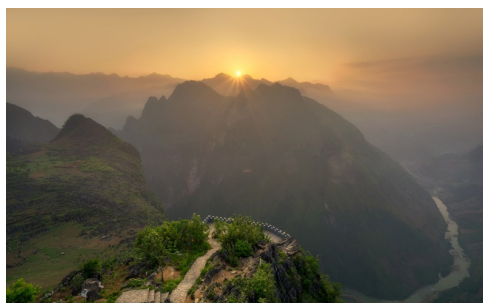
Visit Arabia, Vienna, France, Java, Holland, Italy, Guatemala, Africa, Vietnam, Columbia, India, or Hawaii.

Remember - take baby steps. This can be a long term goal, so break it down into smaller phases that you can successfully complete.

Start by selecting a place, then maybe an historical reference.

Ask yourself what you'll need to do to get there. Build muscle? Get a passport? Research? Get supplies? Ask friends? Incorporate rest time? All of these will help inspire you to explore the world.

"Welcome to the land of Bait Alam, where our rivers overflow and our fruits have ripened for you!"



“
His new life would be
one of planes and
horses and ships, and
his story could join
the pantheon of
coffee explorers.
”



What You'll Need to Get Started

Assess your energy, set your goals, build your strength, plan your time, include rest, just add nature, reward yourself.

Whether deciding to head off this weekend or go on a worldly vacation in 3 years, it's important to plan what you need to make your trip super fun. Here are some ideas to help you get started.

Assess your energy and consider your limitations. Write down any concerns you may have, so that you can ask questions and prepare ahead of time.

Make lifestyle changes. What can you do right now to help you prepare your mind, body and spirit?

Free your mind and the rest will follow. Anxiety can be limiting, so if you're prone to this you can address it in a way that works for you like therapy, yoga, meditation, breath work, visualization, and medication.

Remind yourself that getting out in nature is also therapeutic. This experience is going to be a double win!

Make your body an adventure machine. Clean it up, get it strong and be on your way.

Physically plan ahead so that you can build strength for each outing.

Proper nutrition will help give you the energy you need, so give your body what it needs to have the fun you want.

We want this literary escape to be a fun experience, not a chore. But travel planning can be overwhelming.

Break it down into small manageable parts. Make a bullet list of small steps you need to take to accomplish each part. (Making the list can even be one of the steps!)

The key to making this fun is to give yourself incentives to check off your tasks.

Reward yourself with something awesome every time you check off an item on your list. And make it special, because you are.

Made that bullet list? Treat yourself to coffee with a friend. Met your walking goal? That means a pedicure is in order (or a new pair of shoes)! Met a major milestone? Go *grande* and get a massage, makeover, vacation clothes, or a fit bit.

And don't forget the ultimate reward - you're next adventure!

Live and then rest.

Go easy on yourself.

This is a time of discovery and experimenting. If something doesn't work, that's okay!

Use what works and move forward.





Just Add Nature - Think Outside

Don't forget to add nature into your recipe for adventure. How? Take your idea and add something natural - its that easy. Sit in a room with a view and enjoy the scenery. Get outside, take in the sights and sounds. Breathe in. Notice the aromas and the flavors. *While you're doing that, don't forget to get your hands on a good book and a great cup of coffee.*