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## Craft Coffee: A Manual: Brewing a Better Cup at Home (Hardback)

By Jessica Easto

Surrey Books, U.S., United States, 2017. Hardback. Condition: New. Language: English . Brand New Book. Aimed at nonprofessional coffee drinkers interested in making better coffee. Written with input from Chicago Reader's Best Barista of 2016. Targeted sales pitch to indie coffee shops, which currently outnumber Starbucks in the United States. Illustrations throughout. High-end hardcover package is perfectly sized for a gift item. Promotion and publicity targeting national food- and drink-focused outlets, industry- and coffee-focused media, as well as local print, online, and broadcast media in Chicago. Independent specialty coffee business is on the rise, following explosions in craft brewing and wine markets, as well as farmers markets and other food-oriented fields. The popularity of manual brewing is expanding into smaller cities, housewares retailers, and specialty supermarkets.

### Reviews

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