Is It Worth It?

On your way to work, I suspect many of you are in the habit of stopping at your favorite local drive-thru coffee shop to "jumpstart" your day with a morning cup of coffee. I must confess that I have the same routine.

When I'm in town, I prefer the coffee café at my local Barnes & Noble. I usually get a tall cup with cream, two sugars and a toasted bagel. Nothing fancy about that. Total cost: $2.25.

What fascinates me is how much money other customers spend for a cup of coffee, as well as what they put in it. I'm not just talking about a simple cup of coffee. I'm talking about a tall, grande or vente. Of course, you *can* order a plain cup but that would not be in keeping with the times. The trend today is to "flavor it up." For example, you can ask for a shot of caramel or a shot of vanilla. Then, you are faced with additional choices. You can order a mocha, frappacinno or latte. Or, if you prefer, you can create your own combination.

Customers who are set in their ways usually order a grande café au lait or a vente café Americano. Of course, you might simply prefer an expresso solo or doppio. A friend of mine always orders his favorite: a grande coffee with white chocolate mocha. In warmer weather, I tend to vary my routine and get an iced coffee latte or mocha. What's **your** pleasure?

Did you ever stop to think about how much you spend for what is now termed gourmet coffee? Let me enlighten you.

You can purchase a pound of gourmet coffee for about twelve dollars. One pound will yield about 50 cups, which would make a single cup cost approximately 25 cents.

So, why are you spending an average of $3.50 for a pumped up cup of coffee that by the way is about 95% water with water being a major factor in the quality of the coffee. I'm not sure but I suspect we've been the victims of very expensive and effective marketing.

According to The Coffee Science Info Center, (did you even know the Center existed?), coffee may have other benefits. Coffee can affect your alertness and mood by increasing the speed of rapid information processing by 10 percent. It can also counter driver sleepiness and provide necessary antioxidant substances. According to research undertaken at the Sleep Research Laboratory, University of Loughborough, UK, coffee can also help prevent road accidents.

Bottom line: How much is that morning cup of gourmet coffee really worth? In my case, spending an average of only $2.25 per day for 20 days of the month, I figure it's costing me approximately $45 a month.

Not too bad, but those of you who are spending more than I do on your favorite cup of coffee…well, you can do your own balance sheet.

Is it worth it?

I welcome your comments.
Phil

Phil Parker, a former CEO and successful businessman, is a speaker and author. His book, *Kiss Yourself Hello! From A Life Of Business To The Business Of Life* encourages his readers to discover the possibilities before them and the potential within them. His second book, *The Gift of Perspective~Let My Hindsight Be Your Foresight* shares his lessons learned. Visit Phil online at www.philparker.com; email him at: phil@philparker.com or contact him at 888-489-9393

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