

A TIMELINE OF Coffee in the Americas

Once an overlooked cash crop, there is now a Starbucks on every block. From South and Central America to the United States, here's a timeline of major coffee milestones since Columbus.



1492

CONTACT BETWEEN EUROPE AND THE AMERICAS IS ESTABLISHED

Christopher Columbus arrives in the Caribbean and initiates the Columbian Exchange.

15TH C

THE WORD 'COFFEE' REACHES ENGLAND

Italian merchants import coffee from the Mediterranean. Trade between the Americas and Europe grows.

16TH C

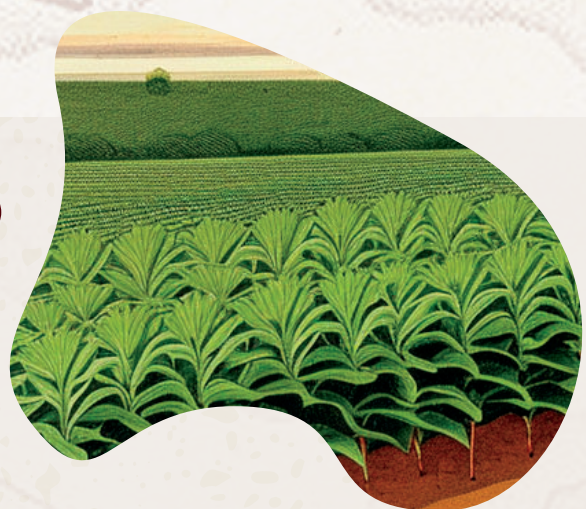
COFFEE REACHES WEST AND NORTHERN EUROPE

Spain abandons coffee crop development in Guatemala for silver and gold mining in Mexico and Bolivia.

17TH C

DEMAND FOR COFFEE GROWS

Coffee's popularity begins to skyrocket in Western Europe, but colonial powers prefer to cultivate tobacco and sugar cane, leading to slavery in the Americas.



18TH C

COFFEE BECOMES A STAPLE IN CENTRAL & SOUTH AMERICA

Mass production of sugar in the Caribbean and countries like Brazil, and the emergence of coffee trade in Martinique.



19TH C

U.S. ATTITUDES TURN AGAINST ALCOHOL IN FAVOR OF COFFEE. SLAVE LABOR SPREADS.

Temperance movements extoll the virtues of drinking tea and coffee instead of alcohol. Production booms in Brazil. Coffee exports grew from under 2,000 pounds in 1800 to over 130 million pounds in the middle of the century.



20TH C - TODAY

COFFEE BECOMES CULTURE

Starbucks and pop culture center on coffee. From Friends' *Central Perk* to Seinfeld's Monk's Café, fiction and daily life revolve around coffee.