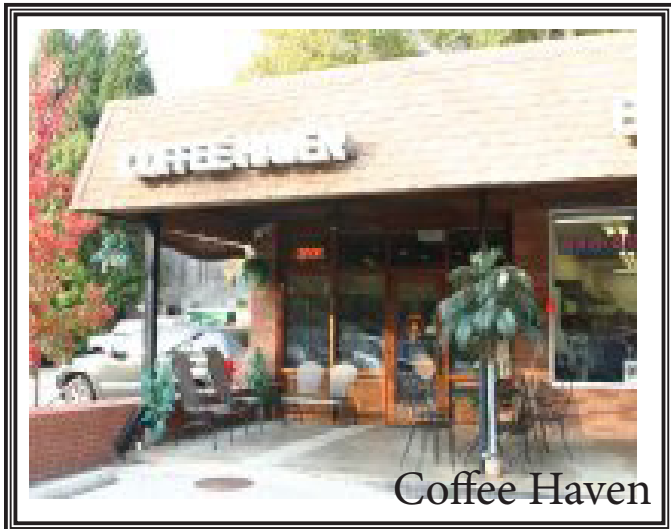


# A Taste of Small Town in This Big City



Coffee Haven

*There is a hidden coffee shop in the heart of Raleigh, and across from States campus. Not many people have heard of Coffee Haven. It's a hidden little coffee shop in a shopping center near a busy pizza shop, FedEx office, and some local bars. Coffee Haven sits off the road and if you didn't know it was here, then you would never think it existed.*

*One thing to appreciate is the homely atmosphere. The Coffee Haven takes serving coffee in a small shop to serving homemade muffins on a designed glass plate.*

*It's a quiet place to come in study and not very loud, so preferably if you plan on talking to your best friend all morning, you should take a walk down the street to the highly upbeat Cup a Joe.*

*The Haven even has local jewelry and arts that people have put up for sale. The feeling of personalization to everyone makes the atmosphere more willing to be yourself.*

**Coffee Haven**

**(919) 832-7575**

**2710 Hillsborough St,  
Raleigh, NC 27607**



***Do you enjoy your  
hometown coffee shop?***

*The coffee has a great fresh taste and the selections of coffees and food stretch across a long wall. Who would have ever thought that a place like this would exist in this busy college town? The trees, music, smell, candles, and lighting just set the mood.*

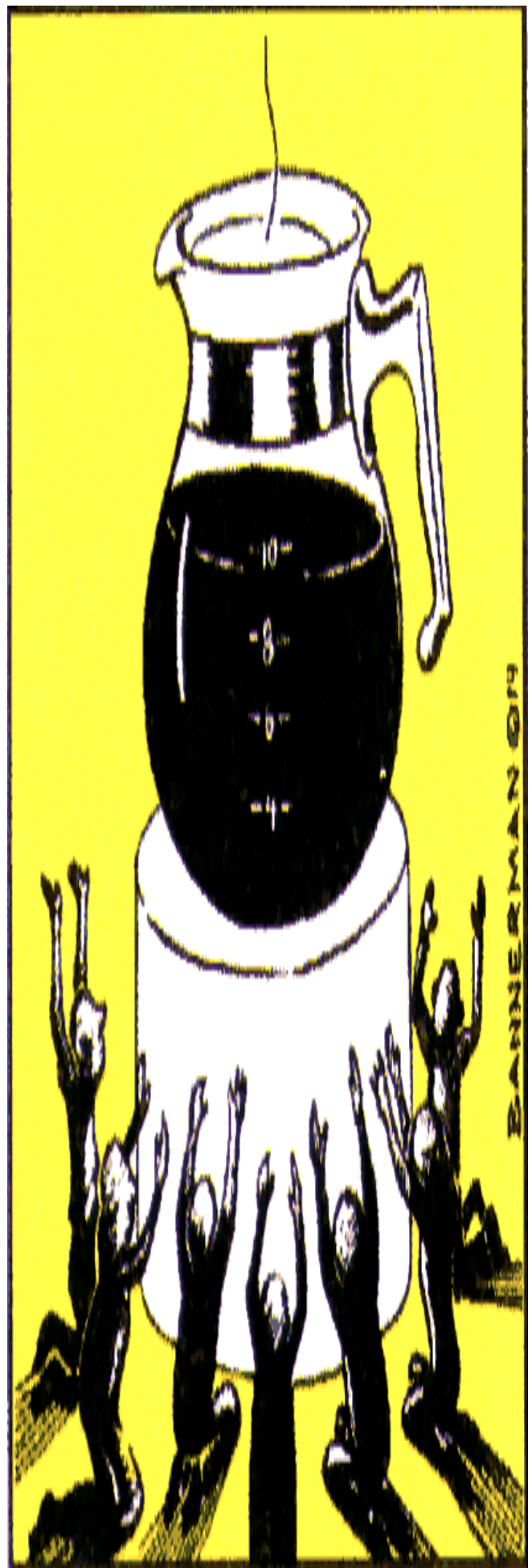
*Mallory Smith who works at the local shop has been working there for 2 years. "I love how I get a little bit of my small town in this big college city."*

*There are your people who walk in on the way to class, people on the way to work, and just the regulars who like to sit around and work on homework. This shop has a wide variety of guest.*



*Katie Schrull a first timer was so caught off guard when she walked in this little shop. "How cool this place is, I never even knew. This is definitely my new favorite coffee shop."*

*One of the coolest things that were quite interesting was the fact that for coffee stirrers they have thick spaghetti noodles. What a cool way to save money right?*



# Does Starbucks Feel Like Home

*What a perfect time to talk about Starbucks. It's their 40th year anniversary and they just took a big step in adding a new logo.*

*In all 40 years of Starbucks success, people have grown to love it. It's become the*



**A never ending supply of coffee...**

*Even though it's very popular and usually a great place to go, still some people who attend Starbucks religiously feel they maybe over populated, loud, and a in and out environment.*





- *Annualized growth of 25% since 1993.*
- *Currently 11,000 stores. Long-term growth planned is 30,000 stores.*
- *There are 5 new stores opening every day.*
- *They currently serve 40 million customers a week.*
- *Offers health insurance to all employees including part-time*
- *It is less than one-third the size of Pepsi and Coke.*
- *Currently \$6.3 billion in annual sales*
- *Higher sales per square foot than McDonalds.*



*Looks to me like their doing fine, right?*

*So why not concentrate on the experience. Why not spend a little more time on the setting.*

*Rachel Leigh House who attends Pete's, a local coffee shop found that "Pete's is a local coffee shop that people go to because it's not Starbucks. Some are against the corporate setting so they go to Pete's to protest, but what's funny is that Starbucks owns the shop and supplies them with their coffee. So it's kind of defeating the purpose."*

*Starbucks has its regulars, and not saying it's not a great place to get coffee, but there might be a little competition. Like Cup a Joe where people just go to sit, or maybe Royal bean where there are live bands.*



*Want to know the history of coffee, start with this fun fact>An Arabian shepherd found his goats dancing around a shrub.*

*When you think of coffee, what do you think of?*

*Katie Schrull a student in Raleigh said, “ mmmmmm..., delicious. If its the perfect cup, it relaxes me, and soothes me.*

*Schrull goes to the local coffee shop located on Hillsborough street call Cup A Joe around five out of seven days a week, and knows thats where she can gets her amazing cup of coffee.*



**Bring in this coupon  
and receive a fresh  
Cup A Joe!**

Address:

3100 Hillsborough Street  
Raleigh, NC 27607  
(919) 828-9665

Store Hours:

6:00 am – 10:30 pm 7 days a week

Directions:

*When I visited the shop this morning for the first time I was up for the adventure. The colors were vibrant and they got my juices flowing with my coffee, and amazing cinnamon raisin bagel. The enviroment of the shop is one of a kind. You wear what you want, and people don't just stop by, they sit down and talk to all the other regulars they know.*

*"The place has tons a space, and each cup is personally made with a touch of personality" says Schrull.*

*Cup A Joe has two locations in Raleigh, one on Hillsborough street, and the other in Mission Valley. Both are very convenient for college students.*

*Good job Joe. I didnt forget my beans this morning.*



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