



A Secret History of Coffee, Coca & Cola

Ricardo Cortés

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From the illustrator of *Go the F*** to Sleep* comes a history of coffee, Coca-Cola, caffeine, cocaine, secret formulas, special flavors, special favors, Harry J. Anslinger, and prohibition.

A SECRET HISTORY OF COFFEE, COCA & COLA is an illustrated book disclosing new research in the coca leaf trade conducted by The Coca-Cola Company. It has been redesigned and reformatted for this flowable text ebook edition, and features material not included in the print version of the book.

2011 marked the 125th anniversary of its iconic beverage, and the fiftieth anniversary of the international drug control treaty that allows Coca-Cola exclusive access to the coca plant. Most people are familiar with tales of cocaine being an early ingredient of "Coke" tonic; it's an era the company makes every effort to bury. Yet coca leaf, the source of cocaine which has been banned in the U.S. since 1914, has been part of Coca-Cola's secret formula for over one hundred years.

THIS IS A HISTORY THAT SPANS FROM COCAINE FACTORIES IN PERU, to secret experiments at the University of Hawaii, to the personal files of U.S. Bureau of Narcotics Commissioner Harry Anslinger (infamous for his "Reefer Madness" campaign against marijuana, lesser known as a long-time collaborator of The Coca-Cola Company).

A SECRET HISTORY OF COFFEE, COCA & COLA tells how one of the biggest companies in the world bypasses an international ban on coca. The book also explores histories of three of the most consumed substances on earth, revealing connections between seemingly disparate icons of modern culture: caffeine, cocaine, and Coca-Cola.

COCA-COLA IS THE MOST POPULAR SOFT DRINK ON EARTH, and soft drinks are the number one food consumed in the American diet. Caffeine is the most widely used psychoactive substance. Cocaine . . . well, people seem to like reading about cocaine. An illustrated chronicle that will appeal to fans of food and drink histories (e.g., Mark Kurlansky's *Salt and Cod*; Mark Pendergrast's *For God, Country & Coca-Cola*), graphic novel enthusiasts, and people interested in drug prohibition and international narcopolitics, the book follows in the footsteps of successful pop-history books such as Michael Pollan's *The Botany of Desire* and Eric Schlosser's *Fast Food Nation*--but has a unique style that blends such histories with narrative illustration and influences from Norman Rockwell to Art Spiegelman.

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Jacqueline Campbell:

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Jessica Jennings:

A lot of people always spent their particular free time to vacation or maybe go to the outside with them family or their friend. Do you realize? Many a lot of people spent they will free time just watching TV, or playing video games all day long. If you would like try to find a new activity here is look different you can read any book. It is really fun in your case. If you enjoy the book that you just read you can spent the whole day to reading a publication. The book A Secret History of Coffee, Coca & Cola it is very good to read. There are a lot of people that recommended this book. These folks were enjoying reading this book. Should you did not have enough space to deliver this book you can buy often the e-book. You can m0ore effortlessly to read this book from your smart phone. The price is not too costly but this book has high quality.

Maurice Henkel:

A Secret History of Coffee, Coca & Cola can be one of your starter books that are good idea. We recommend that straight away because this book has good vocabulary which could increase your knowledge in vocab, easy to understand, bit entertaining but still delivering the information. The article author giving his/her effort to set every word into enjoyment arrangement in writing A Secret History of Coffee, Coca & Cola yet doesn't forget the main position, giving the reader the hottest in addition to based confirm resource details that maybe you can be one of it. This great information can certainly drawn you into completely new stage of crucial thinking.

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