Malaysian Coffee Products: A Rebranding Of Kopiesatu As A Case Study

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INTRODUCTION

Coffee is one of the most popular beverages in the world. From the Free Dictionary.com, coffee means a beverages consisting of an infusion, filtration, or stewing a seed of coffee tree to make coffee drinks. Coffee beverages also can gives a lot of nutrition, one of it are it gives us energy to stay awake. Figure 1.1 shows the images of coffee bean. According to the 2010 edition of Stastistical Report coffee, these drinks are behind much petroleum as the hottest commodity in the business world, whichis about 400 billion cups consumed every year. The favorite of these beverage were shared by all people of all nation and cultures. There are 3 types of coffee which are Arabica, Liberica and Robusta. In coffee drinks, there are a few types of coffee drinks such as Cappuccino, Latte, Macchiato, Espresso, Mocha and etc.

The favorite of these beverage were shared by all people of all nation and cultures. There are 3 types of coffee which are Arabica, Liberica and Robusta. The most popular coffee bean that they used are Arabica and Robusta. The history of where these coffee became a popular drink are it all started a long time a go in 6th or 10th AD, coffee in arabic word called “Qahwa” and it came from Ethiopia. Khaldi was the founder of the coffee drinks, he was a shepherd. It all started when he was herding goats, one of his goats came to the trees (coffee trees) and eating the berries, and after that it became so spirited that the goat