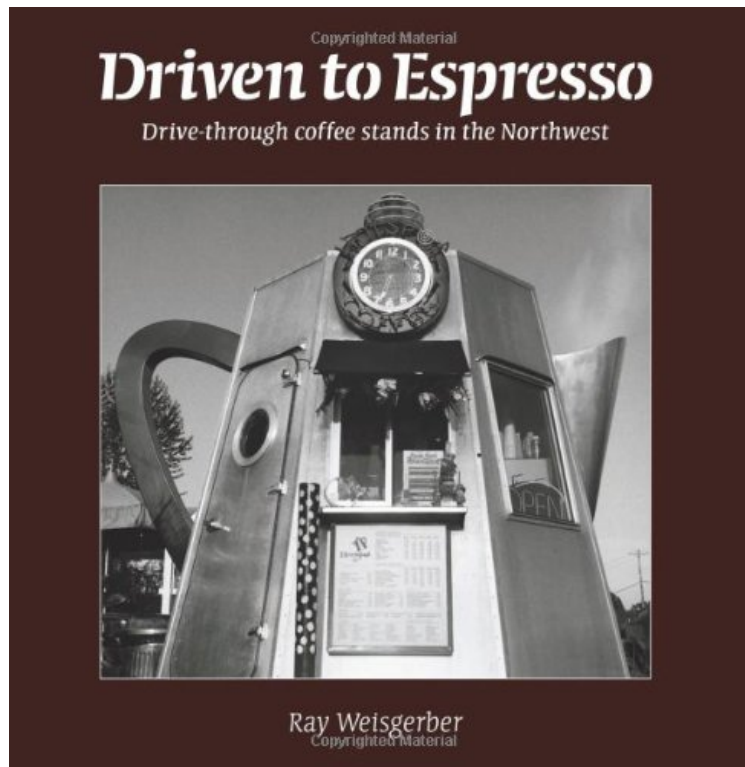


Driven to Espresso: Drive-Through Coffee Stands of the Northwest

Ray Weisgerber

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Ray Weisgerber : Driven to Espresso: Drive-Through Coffee Stands of the Northwest before purchasing it in order to gage whether or not it would be worth my time, and all praised Driven to Espresso: Drive-Through Coffee Stands of the Northwest:

3 of 3 people found the following review helpful. This book rocksBy WafflehoundCool book! Great photos and fascinating description of this part of our culture.Speaking as someone who has passion, not to mention addiction (caffeine is a drug, you know!), to coffee and espresso, I love all books and art about the culture of espresso. I even discover it intertwined in song lyrics sometimes. This is one of my favorite examples of our culture now. The pics are straightforward and artistic, and the introduction is succinct and revealing.This book may not say as much about our culture as, say, one about Barack Obama, or the mideast crisis, or Michael Jackson (what made me think of him right now? Oh yeah, he just died.), but it is certainly a statement about the current affairs of coffee and our dependence on cars in America.I was wondering why the book doesn't include maps, but then again, they are all over the place here, so why bother. It's more fun to just come across one yourself. Actually, I know I have driven past some of these. It's also refreshing that he didn't try to make this a comparison of coffee or give them each a rating, because let's face it, we all have our own opinion about what espresso should taste like. We ALL don't like Starbucks, for instance! Speaking of which, it is good that he didn't include anything about the green mermaid, because that company is always in the press. I like knowing about the smaller businesses and people who are plucky and on their own. This book is for them! Yay!The short mention about sexy baristas is interesting. I am glad he mentioned the sex-presso phenomenon. I

wonder sometimes why some people confuse bikini baristas with some sort of pornography. It's harmless. Come on, people! They're just swimsuits. It's no different than Sports Illustrated does each year. Anyway, there is a mention about it, a nice photo and caption, and it simply says here's part of the culture. Enough said. I'm going to hang onto this book. I think it will be interesting to look back at in a number of years as this whole business changes and evolves. 0 of 0 people found the following review helpful. Props from an industry veteran! By Christian Karl I will admit, my business is in the book, but I don't think my opinion is biased because of it. Having been in the espresso industry for 20 years now, I have seen a lot of different publications related to the coffee business, but I have never seen anything even remotely close to this. It is a unique work that does an excellent job of showcasing the diversity in the drive-thru niche of the espresso business! Coffee is the number two traded commodity behind oil, and people love to talk about it. This definitely makes a great conversation piece and would be a nice complement to any coffee table. 0 of 0 people found the following review helpful. Stunning photography By Kristine, Seattle Coffee Snob The Northwest is kitschy in its multitude of drive through coffee stands. Nobody knows more about them than Ray Weisgerber, who has beautifully captured them in this wonderful coffee table book. He tracks several stands throughout cities and locations off the beaten path, and the curiosity of these tiny businesses inspires your own journey. Flipping through the book makes me yearn for a cup of joe. I'm glad I don't work for a tiny espresso stand, but I do love their creative names, interesting buildings and inspired coffee.

This book is a fun and informative look at the car-centric side of coffee culture in America. It includes over 100 photos of the most unique drive-through stands in the Pacific Northwest, the capital of caffeine lust. You'll love this fascinating, inspirational, and lively documentation that celebrates the creative spirit of these small businesses.

About the Author Ray Weisgerber is an award-winning fine-art photographer, exhibiting his work in galleries, coffeehouses, and art shows around the Northwest. He has devoted over five years studying and photographing this part of the espresso culture around Seattle. Weisgerber's photographs have appeared in eleven books and magazines, and he has over thirty years experience as art director, designer, and production artist for the publishing and computer industries.