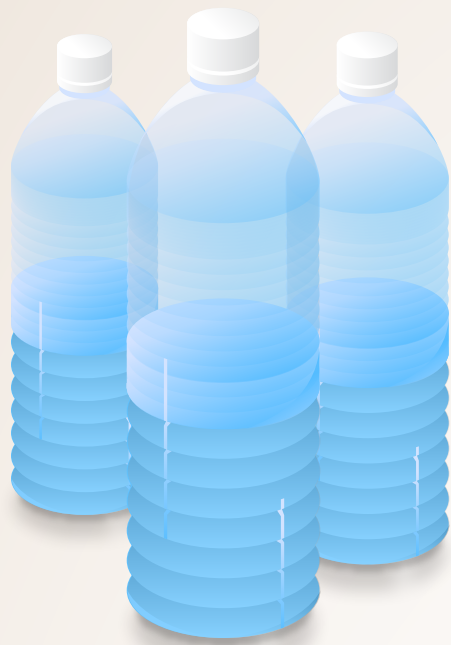


COFFEE MYTHS



MYTH #1

Coffee is a diuretic that will dehydrate you. This is untrue because the volume of water that coffee is extracted into is enough to counter the water loss caused by caffeine's stimulating effects.



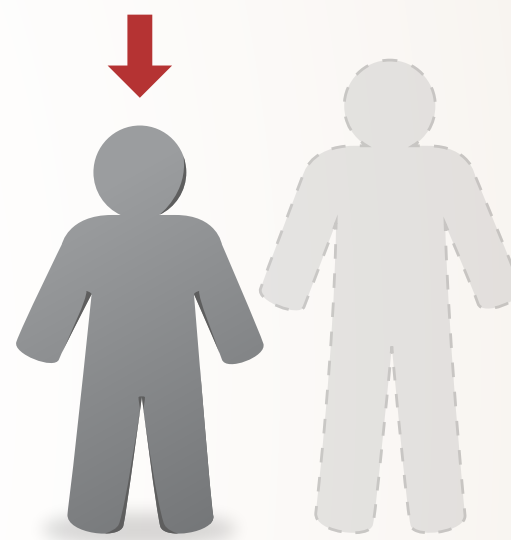
MYTH #2

The best coffees are Italian. Reality has it that Italy, while beautiful, is not a coffee-growing region. Such world famous Italian roasts as espresso are responsible for the association amongst most coffee drinkers.



MYTH #3

Good coffee is very expensive. The reality of coffee is that the range of prices generally runs within \$10 a pound, meaning that most quality coffees are roughly the same price. Unlike wine, getting into great coffee is not an expensive adventure.



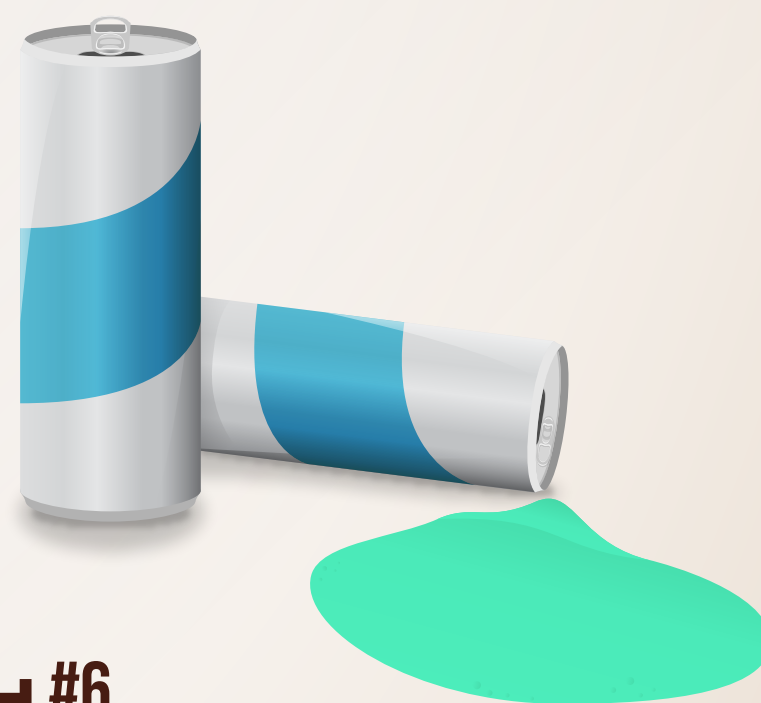
MYTH #4

Coffee stunts your growth! This is completely false. There is nothing in coffee to inhibit human growth hormone whatsoever. The myth originates in a single study of elderly coffee drinkers and their incidence of osteoporosis. No children, growing or stunted, were even observed.



MYTH #5

Coffee causes ulcers. Medical science has found that the majority of ulcers are caused by bacteria. While it is true that coffee and other potentially acidic foods can irritate an already existing ulcer, it is a bacterial infection that is the most likely culprit if you have ulcers. See a doctor and seek antibiotics, then get back to your favorite roast.



MYTH #6

Energy drinks have more caffeine than coffee. Statistically, this varies from energy drink to energy drink, but one thing is constant: compared to most energy drinks, light and medium roast coffee have as much caffeine. You don't need some sugar-laden energy drink that looks as if its more suited for your car to get your pick-me-up.

