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Coffee can save the American economy

San Francisco Business Times - by [Rob Daumeyer](#)

Worried about the economy? Wondering whether America can regain its swagger and start acting again like the super-charged financial colossus the world needs us to be?

I'm not.

And do you want to know why? Coffee, that's why. Coffee. Joe. Java. Liquid life. Black crack. Whatever you want to call it, coffea arabica will save our nation.

My confidence arises not from wishful thinking, but from the lines at Starbucks. See, those lines aren't getting any shorter, despite what you may have heard. Yes, Starbucks is closing some stores, and sure, it's really easy to tell all of your friends that you just aren't that cavalier with your money anymore.

But guess what? You're lying. I saw you ordering a triple-shot venti soy caramel macchiato and a slice of \$8 pound cake.

Apparently you're not alone. In a terrible year for luxury items and frivolous foods, Starbucks' fiscal 2008 revenue was \$10.3 billion. That's \$900 million over 2007. Profits were up \$300 million.

And, in my expert opinion, 2009 won't be much different. I myself am drinking a cup of \$3 coffee right now.

But that's only half the story. The real reason coffee will heal our fiscal wounds? Caffeine.

No nation as buzzed as we are can possibly fail. That \$3 coffee I was telling you about? I think it's called Double Mud Head Rush Blend or something like that. When I'm finished writing this, I'm going to repave Main Street, knock out a few thousand sit-ups, read Tolstoy and maybe start fermenting my own sauerkraut. Simultaneously.

We are a caffeinated country. As long as we channel this energy, we'll be just fine.

So my advice to you is this: Go get some coffee, some strong coffee, right now. Gulp it down and get to work. Do your part for America.

Now if you'll excuse me, I have a drum kit to buy. If I don't figure out a way to channel all of this leg and arm twitching, my head is going to explode.

Rob Daumeyer is editor of the Cincinnati Business Courier, an affiliated newspaper.

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