

groundworkTM

organic coffee & tea

los angeles, since 1990



A Coffee Drinking Habit May Increase Your Car's Mileage

(excerpted from [The Wall Street Journal](#))

Even without futuristic technologies, drivers can achieve eye-popping fuel economy in their current cars with nothing fancier than their brains and some lighter feet. The idea is to maintain momentum much as on a leisurely bicycle ride: accelerating only gradually, coasting whenever possible and constantly adjusting speed to minimize the need to stop.

Trials in Europe, Japan and the U.S. are finding that drivers commonly improve their fuel economy upwards of 20% after deploying a handful of eco-driving techniques.

"If you own a Prius and you drive it like a Corvette, you're not going to get the results they talk about," says Drew DeGrassi, president of Pro Formance Group, a Phoenix-based company that teaches eco-driving.

How does Pro Formance Group get students to improve mileage? One of their most effective tips: Drive as if there is a hot cup of coffee in the cup holder at risk of splashing. Fuel economy, they say, improved an average of 10% across the group.

Warm Coffee Makes Friends

In a recently published experiment, a Yale psychologist found that people holding a warm, rather than iced, coffee mug are more likely to perceive another person as warm or friendly.

Coffee Can Lessen the Pain of Exercise

According to a new study, it turns out caffeine dulls the pain from exercising, potentially allowing people to workout for longer periods of time. The results were true for both habitual coffee drinkers and those who generally avoid caffeine.

May Colloquies

May Day

Throughout the Northern Hemisphere, the month of May is a time to celebrate the renewal of life. The celebration of May Day can be traced back to ancient times and pagan origins.

The Maypole is the most familiar feature of May Day festivities. In some cultures, the Maypole represents the center of the universe, in others, fertility.

In northwest Germany, Maypoles are tall trees, cut down and stripped of bottom branches. The upper branches are decorated, then the pole is hoisted onto a tall post high above the villages. In southern Germany, the Maypole is a stylized structure that will stand for the entire year. On each of its branches is a symbol of each trade or vocation that the villagers pursue.

Maypole Dancing

Maypole dancing is a form of folk dance from western Europe, especially England, Sweden, Portugal, and Germany. Most commonly, dancers

perform circle dances around a tall pole which is decorated with garlands, painted stripes, flowers, flags and other emblems. The dancers may then retrace their steps exactly in reverse order to unravel the ribbons.

In ancient times, the intricate dance of weaving cords around the pole was a magical attempt to direct nature, which had become topsy-turvy over the course of time, back into order.

Mark Your Calendar

The month of May *may* have been named for Maia, the Greek goddess of fertility.

- May 1: May Day, also celebrated as Labor Day in many countries. Also happens to be Hawaiian Lei Day.
- May 2: the Kentucky Derby
- May 5: Traditional May Day, a solar festival celebrated halfway between spring equinox and summer solstice.
- May 5: Cinco de Mayo
- May 9: Full Moon
- May 10: Mother's Day (Coincidentally, this year falling on Clean Up Your Room Day. Seriously.)
- May 12: Eurovision kicks off in Moscow. Past winners include ABBA & Celine Dion.
- May 15: Bike to Work Day
- May 16: Armed Forces Day
- May 25: Memorial Day

Coffee Facts

- ▶For every pound of typical coffee sold, many coffee farmers receive only 20¢; a wage that will keep them in poverty-- this is why we pay a premium for the majority of our coffee, and have dubbed it Fairly Traded.
- ▶The ideal temperature for brewing coffee is 200° Fahrenheit. Most home brewers top-out around 190°.

For more home brewing tips, visit www.groundworkcoffee.com/brew.html

Better than Recycling

Just a reminder to save landfill space (and save money!) through reuse. For every cup you keep out of the trash, we'll discount your drink 10¢. And when buying loose beans, reuse your *groundwork* bag or can, and save 25¢.

Win Free Coffee

Be sure to drop your business card into our monthly drawing of one free pound of coffee. Last month's winner was Matthew Long who really likes our cold-brewed iced coffee (also known as *toddy*). And when he's in our [Hollywood location](#), he often grabs a freshly made bagel & egg sandwich.

groundwork coffee company

- * Hollywood-Café, 1501 N Cahuenga Blvd. (@ Sunset Blvd)
- * Hollywood-CNN kiosk, 6430 Sunset Blvd. (@ Wilcox Ave)
- * Downtown, Main Street (just south of 2nd Street)
- * Santa Monica, 2908 Main Street (south of Ashland Ave)
- * Venice-Rose, 671 Rose Ave (west of Lincoln Blvd)
- * Venice-Boardwalk, 3 Westminster Ave (just off the Boardwalk)

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www.groundworkcoffee.com

Your comments are always welcome:
newsletter@lacoffee.com