

COFFEE AS AN INTERNATIONAL BEVERAGE AND ITS INFLUENCE ON CULTURAL COMMUNICATION

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ABSTRACT

Coffee, which originated in Ethiopia and spread from here to the whole world, is an international beverage enjoyed and consumed by people in different parts of the world for many years. It is highly preferred in America and Europe. In Eastern culture, drinking coffee is a basic indicator of identity for Arab and Muslim societies. There is no specific time to drink coffee. It can usually be consumed between meals, after meals or at different times of the day. Coffee types are named according to their form, preparation, serving, taste, place of cultivation, colour, and quality. When the coffee types are examined, it is generally seen that they are brewed without being cooked. Unlike Western types of coffee, Turkish coffee is distinguished from other coffees in the world by being finely ground, served with coffee grounds, adding sugar during cooking, and being boiled slowly. Raw coffee must be carefully stored because ground coffee has a high ability to absorb odours in the environment. This causes a bad taste and odour in the coffee. During storage, the loss of taste and aroma in coffee is very rapid. Coffee, which will be stored for a long time, must be packaged in airtight boxes. If it is to be consumed in a short time, the most appropriate method is to store the coffee in glass jars with the lid closed. The effect of coffee on health is quite high due to the substances in its composition. It is used in the treatment of serious diseases in alternative medicine. Caffeine in coffee can be addictive, so it is important for health that daily coffee consumption does not exceed 2 cups. Moreover coffee and cafes play a role in developing community values by offering a place for regular, although unexpected, engagement with members of society. Coffee shops, as gathering spaces, aid in the dissemination of knowledge. As a result of socializing and, in some situations, the availability of notice boards, this occurs informally. This study aims to introduce coffee, which is an intangible cultural value, and contributes to its sustainability. This emphasis the the role of coffee in cultural communication. In this context, the literature on coffee and its effect on cultural communication has been reviewed and compiled. This study aims to introduce coffee, which is an intangible cultural value, and contributes to its sustainability. In this context, the literature on coffee and its effect on cultural communication has been reviewed and compiled.

Keywords: Coffee, Beverage, Coffee Technology, Communication, Culture

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INTRODUCTION

Coffee is a beverage that the rich could consume in the past, but everyone can easily reach today and that is consumed with pleasure almost all over the world (Karaman et al., 2019: 614; Oral et al., 2017: 33). Coffee, an international beverage that has been enjoyed and consumed by people in different parts of the world for many years, is also socially and commercially important (Akşit Aşık, 2017: 311). It is highly preferred in America and European countries and is consumed between meals, after meals, or at different times of the day (Aktas and Özdemir, 2012: 16). Coffee has a privileged place in Ethiopia, Yemen, where it originated. Coffee, which easily reaches Arabia from this region through religious and social practices, has become a basic identity indicator of Arab and Muslim communities. This beverage, which has just been introduced, has soon become a way of daily behaviour by affecting eating habits (Desmet – Grégoire, 1998:15). Coffee trees, which are tropical climate plants, grow in the equatorial region between 30° south and 25° north latitudes (Güven, 2020: 4). The beverage prepared by making the seeds of these trees from the Rubiaceae family ready for consumption by various methods and brewing them is called coffee (Aktaş and Özdemir, 2012: 16). Coffee, whose homeland is Ethiopia, has many types, especially *Coffee Arabica* and *Coffee Canephora* (Şar, 2012: 36). The cultivation of the coffee tree, which remains green throughout the year, and has green leaves, white flowers and cherry-like red fruits (Karaman et al., 2019: 614), is carried out in regions with tropical climates, especially in countries such as Brazil, Colombia and Vietnam, as well as Ethiopia. Coffee was brought to Anatolia by the Ethiopian governor. During the reign of Sultan Suleiman, its consumption became widespread in the Ottoman Empire (Aktaş and Özdemir, 2012: 16). This study aims at introducing coffee, which is an intangible cultural value, and contributing to its sustainability. Accordingly, the literature on coffee has been reviewed and compiled.

1. Coffee

Coffee, which has been an indispensable part of the culture and daily life almost everywhere in the world for centuries and consumed by almost all segments of society, is at a very important point both socially and commercially (Akşit Aşık, 2017: 311). Coffee has the second largest trade share in the world, after oil (Kaya and Toker, 2019: 147). Coffee, which is widely and tastefully consumed by people living in different parts of the world, is an indispensable product from its bitter taste to its smell (Arslan, 2019: 225; Kılınç, 2018: 2; Özgül et al., 2017: 33). Although coffee belongs to the Rubiaceae family, it has more than a hundred

types (Saltan and Kaya, 2018: 279). The beverage prepared by brewing coffee beans is called coffee (Aktas and Özdemir, 2012: 16). It is known that coffee first began to grow on Arabica coffee trees in a region of Ethiopia called Kaffa (Kaya and Toker, 2019: 147). There are different stories about the discovery of coffee, the most famous of which is that in 700 A.D., a shepherd grazing his goats observed that one of his goats became energetic and did not sleep after eating a red fruit, and he tasted this fruit himself and experienced the same as well (Girginol, 2016: 14). The word coffee is derived from the Arabic word "gahwa," which means stimulating and refreshing. In other sources, it is mentioned that the word coffee was used with the word "kaveh", which was used by the Arabs in 900 B.C. to mean strength (Aktas and Özdemir, 2012: 16; Kaya and Toker, 2019: 147). Coffee was first spread from Abyssinia to Yemen, from here to Medina and Mecca, and then to the regions in what is now Turkey, Iran, Egypt, and the entire Islamic geography (Karaman et al., 2019: 614). Coffee cultivation began in Arabia in the 15th century. It was brought to Anatolia by the Ethiopian governor at the beginning of the 16th century. Coffee, which became widespread in the Ottoman Empire during the reign of Sultan Suleiman, began to be consumed frequently in Syria and Egypt and it spread to Europe and from Europe to America towards the end of the 16th century (Aktas and Özdemir, 2012:16). The coffee tree, which is always green throughout the four seasons, with white flowers with a pleasant smell, dark green leaves and cherry-like red fruits grows in places with an average temperature of 18-24 ° C throughout the year, with plenty of rain and no frost (Karaman et al., 2019: 614).

Coffee cultivation is currently carried out mainly in Brazil and regions with tropical climates such as Colombia, Vietnam. Table 1 shows some of the coffee-producing countries and their annual coffee production amounts. There are many types of wild coffee in the world, but only two of them are produced in general. The first is *Coffea Arabica* with 64% of coffee production in the world, and the second is *Coffee Canephora* (also known as robusta) with 35%. Approximately 25 million families in the world make a living from coffee cultivation (Güven, 2020: 4; Aktas and Özdemir, 2012: 16).

Table 1. Countries producing coffee in the world and production amounts

Country	Amount of Production (Metric ton/year)
Brazil	2,245,979.79
Vietnam	923,494.75
Colombia	670,160.38
Indonesia	607,113.17
Ethiopia	275,681.83
Mexico	274,378.46
Guatemala	250,636.42
Honduras	231,184.92

Resource: Güven, 2020: 4

Coffee types are named according to their form, taste, places of cultivation, color, quality. For example, the type of coffee grown in the south of Brazil is called "Santos Coffee" because it is loaded onto ships from the port of Santos. The type of coffee grown in Yemen is called "Mokka (Yemen) Coffee" because it is loaded onto ships from the port of Mokka (Yemen) (Kaplan, 2011: 3). Coffee is not grown in Turkey. It has been introduced to the world as Turkish coffee with the way it is cooked. It was widely used after the coffee houses opened in Istanbul in 1550 and passed into the world with the name of Turkish coffee (Tezcan, 2000:105).

Coffee trees produce fruit 3-5 years after being planted. This yield persists for about 15-20 years. With the fall of the flowers of the coffee tree, green fruits remain on the tree. These fruits turn yellow, then pink, and red after ripening, respectively (Figure 1, <https://www.istockphoto.com>). This ripening lasts about 8-10 months. Except in rare cases, there are two coffee beans in each fruit. These fruits are dried in the sun and then beaten with wooden hammers, thus fruits are peeled off and the core fruit (raw coffee/green coffee) emerges (Figure 2 <https://www.istockphoto.com>). An average of 15 kg of coffee beans are obtained from 100 kg of coffee tree fruit. Green coffee becomes ready for consumption after being

roasted (Figure 3, <https://www.istockphoto.com>) and ground (Figure 4, Algan Özkök, 2021) (Aktaş and Özdemir, 2012: 17; Kaplan, 2011: 2).



Figure 1. Ripe Coffee Fruit



Figure 2. Raw (green) Coffee Grains



Figure 3. Roasting of Raw Grains



Figure 4. Ground Coffee

1.1 Coffee Technology

Coffee is obtained in two ways: wet method and dry method

1.2. The Wet Method

In the wet method, green fruits are passed through special machines after being soaked, and then their fleshy parts are taken quickly (Saltan and Kaya, 2018: 281). The rest is put into tanks filled with water for the fermentation process. At the end of this process, the rotting parts of the fruit are washed and separated from their peels, the coffee grains that emerge after washing are dried in the sun or by machines, and the dried coffee is separated from its

membrane with the friction method. The obtained coffee becomes ready for sale. (Çetinkanat, 1997: 3).

2.3. The Dry Method

In the dry method, newly picked fruits are cleaned from unwanted substances using sieves or compressed air (Kılınç, 2018: 11). The fruits are dried in the oven/sun for about 3-4 weeks. After drying, they are peeled off using special machines. The obtained coffee grains are classified according to their size after being polished, and they get ready for sale (Saltan and Kaya, 2018, 281). Quality products are classified after being carefully selected by hand (Aktaş and Özdemir, 2012: 18). Green coffee needs to be roasted in order to reveal its original aroma and taste. Coffee is roasted for 12-15 minutes by exposing it to a temperature between 182 and 282 ° C, which is accepted worldwide. As the roasting time increases, the bitterness rate of coffee also increases (Kilinc, 2018: 12; Aktas and Özdemir, 2012: 18). Table 2 shows the roasting degrees of coffee and the intended aroma.

3. The Composition of Coffee

The composition of Coffee includes tannin, caffeine, caffeine, caramelized sugar and carbon dioxide. The grains are dissolved in hot water depending on the temperature of the water. Increasing the temperature accelerates the dissolution. As the coffee stays in hot water for a long time, the amount of tannin in the composition of the liquid increases. Tannin makes up the characteristic taste of coffee. Oils give the coffee a characteristic taste and a property of easily evaporating. Due to the easy evaporation of essential oils from the coffee during boiling, only the sharp taste of tannin remains (Bulduk and Küçükkömürler, 1995: 154).

Table 2. Roasting degrees of coffee and intended aroma

Roasting degree	Intended Aroma
Low-roasted coffee	It is applied to preserve the delicious aromas of soft beans.
Medium roasted coffee	It has a stronger aroma than low roasted coffee.
Fully roasted coffee	It has a bitter taste.
High-roasted coffee	The bitterness of coffee is completely revealed, but most of the aroma is lost.

Resource: Aktaş ve Özdemir, 2012: 18.

The grinding rate of the roasted coffee beans depends on the method used to make them ready to drink. For example, a moderate grinding process is sufficient when preparing filter coffee, while the coffee should be ground until it turns into powder in Turkish coffee. Apart from ground coffee, instant coffee that can be dissolved in water are also available (Aktaş and Özdemir, 2012: 19).

4. Methods of Cooking Coffee

There are various methods of cooking coffee in the world to appeal to different tastes, these are boiling method, infusion method, pressure method and brewing method (Gök, 2021: 316).

4.1. Boiling method

Coffee particles are cooked until dissolved at boiling level or lower temperatures. Turkish coffee, vacuum coffee, boiled coffee, and percolator coffee are some of the coffees prepared by this method (Gök, 2021: 316).

4.2. Infusion method

After the coffee is ground a little coarser, it is prepared by keeping it in hot water and then passing it through a filter or strainer (www.coffeebaristanet.wordpress.com).

4.3. Pressure method

Hot water passes through the coffee grains with the pressing method, and the coffee is brewed. The coffee grains are mixed with a small amount of hot water for a short time, and the coffee is prepared by applying pressure with a pump (www.kahvecicemalefendi.com.tr).

4.4. Brewing method

Coffee is prepared by soaking roasted and ground coffee types in hot water (www.sezycoffee.com).

4.5. Cold Brewing method

Coldwater is used, and the brewing time is between 8-24 hours. Coffee is prepared by dripping water on the ground coffee and then by contact or dripping it like the French press technique (Gök, 2021: 316). According to the cooking methods, some coffee types are given in table 3.

Table 3. Preparation Methods According to Coffee Types

Coffee Types	
Filter coffee	It is prepared with the infusion method. It is also called American coffee.
Espresso coffee	It is a hard coffee of Italians. It is prepared with the pressure method. Espresso machines are used when preparing.
Cappuccino	It is similar to the cappuccino latte, which is also an Italian coffee, but it is a type of espresso coffee. It is served with milk foam on top.
Mocca	It takes its name from the Moka province of Yemen. It is similar to Turkish coffee, but it is not ground as finely as Turkish coffee, it is drunk without sugar and it doesn't have

	grounds. It is prepared in an American coffee machine.
Turkish Coffee	First, very finely ground coffee is boiled in a coffee pot with water. It is prepared with sugar, medium sugar or sugar-free, depending on the consumption preference. It is served with water and Turkish delight. It is the only type of coffee that is served with its grounds.
Mirra	This coffee type, which is unique to the Southeastern Anatolia region, is brewed several times and is quite bitter.
CaffeLungo	It is prepared by filtering the espresso in the machine for a longer time.
CaffeLatte	It is prepared by adding 80 °C milk to 40 ml of espresso and milk foam close to 2 cm of cream on top of the milk.
Instant coffee	It is a type of coffee that is made water-soluble by various processes.
Decaffeinated coffee	It is a type of coffee that is decaffeinated with special techniques.

Resource: Aktaş ve Özdemir, 2012: 20; Kaya ve Toker, 2019: 148; www.kahvebaz.com)

5. Turkish coffee

Coffee, which has an important place in Turkish cuisine and culture, is not only for consumption, but also reflects the traditions and customs, culture, history and cuisine of the country as a whole. For this reason, Turkish coffee, which has now become a brand with its name, is also important in terms of gastronomic tourism. Turkish coffee is in a different position from different coffee types in the process from its preparation to consumption. It has been determined that Turkish coffee contains biologically active components and higher

amounts of caffeine compared to other types of coffee and preparation forms (Awaad et al., 2011). Unlike Western coffee types, Turkish coffee is distinguished from other coffees in the world by being finely ground, served with its ground, adding sugar during cooking, and boiled slowly (Alves et al., 2010; Yılmaz et al., 2017). Turkish coffee, served with water and Turkish delight, is one of our cultural heritages that can be transmitted to the future due to all these features and is a gastronomic tool for the promotion of Turkey (Akşit Aşık, 2017: 311; Kaplan, 2011: 2). On average, eight thousand tons of Turkish coffee, one thousand five hundred tons of instant coffee, seven hundred tons of filter coffee, and one hundred and thirty tons of espresso are consumed in Turkey every year. This reveals Turkey's interest in Turkish coffee (Karaman et al., 2019: 618).

The consumption of Turkish coffee, which has been a tradition for about five centuries, has now become an indispensable part of daily life in Turkey (Akşit Aşık, 2017: 311). In history, the person who first roasted and ground Turkish coffee and then presented it to the Turkish society was "Kurukahveci Mehmet Efendi". With the modern Turkish coffee production facilities that he established in 1871 under the name of "Kurukahveci Mehmet Efendi Mahdumları", which produces Turkish coffee in a modern way, Mehmet Efendi roasted coffee in warehouses for the first time and produced a very high level of production (Kılınç, 2018: 13). The places where coffee is drunk are called "coffeehouses." Coffee is cooked with sugar, medium sugar, or without sugar (plain), depending on preference. The type of coffee cooked with the addition of milk is called "coffee with milk." Coffee grinder, coffee mortar, coffee pot, cup holder, cup, and coffee tray are equipment used in preparing and serving coffee (Tezcan, 2000:106).

5.1 The recipe for Turkish coffee;

- A cup of water should be added to the coffee ground from coffee beans, according to the number of people (one cup of water for each person). Two teaspoons (5gr) of coffee should be used for each cup of water.
- By using traditional methods, after adding sugar if desired, cooking should be continued until the coffee and sugar dissolve well in the water by stirring slowly in a barbecue prepared with oak wood, (Figure 5, <https://www.istockphoto.com>) or in hot sand (Figure 6, <https://www.istockphoto.com>).
- As the foam comes out, it should be carefully placed in the cups, and cover the entire surface.

- The remaining coffee should be taken into cups after being cooked for a short time and served with water and Turkish delight (Figure 7, Algan Özkök, 2020) (Aktaş and Özdemir, 2012: 22). Another important aspect of the serving is that the coffee should be very hot. For this purpose, coffee cups can also be served in a cup holder and made of precious metals such as silver, copper (Figure 8, <https://www.istockphoto.com>)



Figure 5. Cooking Coffee on Barbecue



Figure 6. Cooking Coffee in the Sand



Figure 7. The serving of Coffee



Figure 8. Coffee Cup Holder

6. Conservation and Storage of Coffee

Loss of taste and aroma in coffee occurs very quickly during the waiting period. Because, the cell wall of coffee is broken, carbon dioxide and caffeine are released during the grinding of coffee (Bulduk and Kucukkömürler, 1995). The loss of taste and smell occurs as a result of the

fact that ground coffee's aroma and taste substances are volatile compounds and change under the influence of oxygen in the atmosphere. The loss of carbon dioxide and the oxidation of unsaturated fats also lead to a direct loss of taste. Storage in the cold delays these losses. In addition, coffee beans also can absorb odors from the environment. It is the most appropriate method to store coffee in glass jars with their lids closed if it is to be consumed in a short time (Bulduk and Küçükkömürler, 1995: 156). The coffee stored for a long time is packaged in airtight boxes under vacuum or inert gas pressure. The particle size of ground coffee affects the storage stability of coffee (Altan, 2013: 238-239).

7. Coffee and Health

Coffee is composed of thousands of different chemicals, including lipids and carbohydrates, vitamins, nitrogen compounds, minerals, phenolic compounds, and alkaloids (Higdon and Frei, 2006: 101). Due to these substances, the effect of coffee on health is quite high. In the past, green coffee grains were ground into powder and used for rheumatism, fever, and kidney stones (Şar, 2012: 36). Coffee is also used in alternative medicine to treat mouth or larynx inflammations, diarrhea, inflamed wounds, neuralgia, and as a diuretic (Saltan and Kaya, 2018: 280). Caffeine in coffee expands the blood vessels, leading to a stimulating effect. It is also reported that caffeine, which causes blood to go to the brain by accelerating respiration, also increases the activities of the brain (Şar, 2012: 36). Infusion from roasted coffee acts as a stimulant, digestive aid and antidote for alkaloid poisoning (Saltan and Kaya, 2018: 282). Although it has been claimed by scientists in the past that coffee has many harms, according to the results of scientific research conducted in recent years, it is believed that coffee consumption can help reduce the effects of certain chronic conditions. Chronic diseases such as arrhythmia and hypertension, cancer, diabetes, cardiovascular diseases and osteoporosis are among the diseases mentioned (Oral et dec., 2017: 33). In addition, according to a study conducted in Japan, it has been found that coffee consumption has a beneficial effect on diseases that occur with aging, weakens the connective tissue in fatty liver, and reduces the likelihood of depression in middle-aged men. It is stated that the death rates of Japanese citizens between the ages of 40 and 69 decreases with the consumption of approximately 3-4 cups of coffee per day (Özer Altundağ, 2019: 186-187). The health-promoting properties of coffee are often attributed to its rich phytochemistry, including caffeine, chlorogenic acid, caffeic acid, hydroxyhydroquinone (HHQ), etc. It improves diabetes mellitus, various types of cancer, Parkinsonism and Alzheimer's disease, as well as ameliorates oxidative stress due to its ability to induce mRNA and protein expression and mediates Nrf2-ARE pathway stimulation. The

lipid fraction of coffee containing cafestol and kahweol protects against some malignant cells by modulating detoxifying enzymes (Butt and Sultan, 2011:363). Contrary to these benefits, excessive coffee consumption can lead to heart palpitations and tinnitus, increasing the stimulating effect (Şar, 2012: 36). Cines and Rosin (1982: 23-24), who emphasized that the caffeine in coffee should be examined as a real additive, stated that caffeine creates addiction as it changes the physiological balance of the person (Gregoire & Georgeon, 1999: 15). Erdoğan (2019), drawing attention to the importance of preferred coffee types for daily caffeine intake, reported that approximately 80 mg of caffeine is exposed when 1 cup of Turkish coffee is drunk. Stating that 200 ml of granulated coffee contains 90 mg of caffeine, he emphasized that even coffee that is considered decaffeinated contains caffeine at the rate of 3-5 mg. The researcher stated that among other coffee types, cappuccino contains an average of 120-150 mg, and 60 ml of espresso coffee contains 100 mg of caffeine, respectively. However, Erdoğan stated that there is caffeine in tea and some other beverages, so daily coffee consumption should not exceed 2 cups for health. In some cases, people seem to consume up to 4 cups of coffee per day. This means an average of 400 mg of caffeine intake. Daily caffeine intake should be limited to 200 mg in pregnant women due to special circumstances. It is recommended that children consume less caffeine than this. (Nieber, 2017: 1256).

8. Influence of coffee on cultural communication

Arabia was the first place where coffee was domesticated and traded. A Yemeni district of Arabia was cultivating coffee by the 15th century, while Persia and Egypt were already familiar with the beverage by the 16th century; it was also known in Syria and Turkey. There were many coffee cafes in the Middle East during this period where people might gather to drink coffee and listen to music or see entertainers. Coffeehouses were such a hub for communication that they were known as 'Schools of the Wise.' Coffee first appeared in Europe in the 17th century. The first European coffee was available in pharmacies in the 15th century for therapeutic purposes. However, coffeehouses were swiftly founded and were a popular pastime. In 1683, Venice became the first European city to have a coffee shop.

Coffee houses have played a significant role in Europe's cultural and political developments of the 17th and 18th centuries, and their emergence as a catalyst for many of these changes (Ellis,2017). They served as a place where people of many backgrounds could come together and share their thoughts and ideas. Natural philosophers, antiquarians, and historians were

among those who frequented the coffee houses, where they could gather, gain knowledge from each other.

There were and still are coffeehouses where people congregate to speak, write, read, or amuse. People utilize lighthearted discussion to build and maintain relationships with others and pass along information, certain studies have found. So, coffee cafes may play a role in developing community values by offering a place for regular, although unexpected, engagement with members of society. Coffee shops, as gathering spaces, aid in the dissemination of knowledge. As a result of socializing and, in some situations, the availability of notice boards, this occurs informally. People in a community impact each other as knowledge flows across the network. As a result of this continuous interaction and communal understanding, new behaviors and standards emerge (Stafford, 2003).

People in various nations have begun hosting coffee mornings in their homes, where they may gather with friends and family to talk and share coffee. In older persons, social isolation may lead to a decline in cognitive compensatory mechanism, according to one study (Cacioppo & Cacioppo, 2013), while another indicated that giving coffee in the lounge area of a nursing home improved social interaction, thus some may thrive from such social outings.

Coffee is a common beverage in the office and can be viewed as a vital aspect of the organization's cultural identity. "Let's have a cup of coffee" is widely used to mean "let's have a discussion" at work and in other social settings. Additionally, coffee breaks allow employees to take a break from their workday and relax. A study of Danish public workers who had been through a large-scale merger showed that taking coffee breaks with coworkers to build a "community of coping" decreased their stress, but more research is needed (Stroeback, 2013). Employees could communicate socially with their coworkers in these communities, allowing them to discuss both political and ethical concerns about their jobs.

The presence of a coffee shop is a way for entrepreneurs and visitors to get to know one another better. After that, it's up to each individual to decide what they want to do next. As a result, it has nothing to do with the coffee's good or bad. There are only two options available at most coffee shops in many countries: O coffee, which is unsweetened, and milk-based coffee. Each coffee shop strives to represent its stall by satisfying the same preferences by forming its community. For the coffee shop to serve as a meeting place for people with similar interests, such as artists, political leaders, or tourists, the establishment's name should be changed. Consumers said that the coffee shop's atmosphere was calming and welcoming. Decor, and the

cultural awareness that coffee is a culturally approved routine, contribute to this sense of comfort."

As the middle class has become increasingly self-sufficient, coffee shops have emerged as a go-to spot for socializing and relaxing. For the younger generation, coffee has become a social symbol and a place where they may socialize, develop friendships and even work. As previously reported by Argan et al. (2015) and Bursa (2016), coffee shops are now both a place where people go to wake up and a symbol of their social identities. Third places fight the propensity to be limiting for the satisfaction of others by being available to everybody and stressing attributes not bound to status differences prevalent in the society," says Oldenburg (1999). According to popular culture, "Jeening America," jeans have transformed from cowboy attire into a fashion staple for everyone from artists to the working class by shifting their social status from a category to a symbol.

The modern coffee shop format strongly supports today's increasingly independent workers due to the rapid self-employed information technology that makes structured offices less probable to perform the part of an alternate solution office (Morris, 2013). Consumption of coffee has evolved from a simple pleasure to a ritual, culture, political ideology, a new way of life, and a source of economic opportunities (Argan et al., 2015; Rahma & Farida, 2019). For centuries, coffee shops have served as a way to expand diverse culture and build personalities in almost every area of the globe creating new personalities, resisting the dominant cultures, or building racial groups such as the Immigrant community in Budapest, Turkey's 19th-century lifestyles, or the lifestyle of modern Asian culture (Grinshpun, 2017). Food has evolved from a necessity to a cultural icon and a social movement, becoming more than just a physical necessity. In emerging regions, coffee culture has grown popular. After all, it has increased and sucked in the people's attention because it was originally developed out of the hopes of individuals to acquire a new sign of status, particularly for the middle-class people.

There is a lack of scientific research into how people view the health advantages of coffee. No one knows what health benefits people attribute to coffee because there hasn't been enough research on the subject. Customer demands and attitudes concerning coffee qualities such as sustainability, brands, beverage types, and motivations for consumption such as taste, energy, pleasure, and socializing have been researched in the past by researchers in the field (Samoggia & Riedel, 2019). A cup of coffee's healthiness should be evaluated in light of the complex nature of coffee intake, as well as cultural and traditional influences on tastes and preparation

methods. Understanding consumers' consumption habits, motivations, and perceptions of coffee's health advantages are necessary to maximize coffee's effect on consumer food dietary habits and well-being.

Coffee's health advantages and hazards remain unconfirmed by consumers. Health benefits (e.g., antimigraine impact) encourage some people to drink coffee. In contrast, others avoid it due to medical conditions, including anxiety and depression or the perception that coffee is hazardous for health. Even though scientific research shows that coffee can be a healthy part of a diet, coffee drinking is not recognized as a health-oriented practice (Grosso et al., 2017). Coffee's high caffeine concentration is the primary cause of health concerns. Coffee is viewed primarily as a stimulant by consumers, who are not aware of its useful properties or the health advantages that have been linked to it (Nelson,2018).

Roasted coffee has more than a thousand bioactive chemicals with antioxidants, anti-inflammatory, antifibrotic, and antiviral properties that may be medicinal (Jeszka-Skowron et al., 2014). Espresso, chlorogenic acids, diterpenes, cafestol, and kahweol are among the most important active ingredients (Loomis et al., 2016). Brown coffee retains the potassium percentage of the original seeds, rich in vitamin B3 and minerals. There is a lot of research on caffeine in coffee.

9. CONCLUSION AND RECOMMENDATIONS

This study aims to introduce coffee, a cultural and international beverage, and contribute to its sustainability. In this context, the literature on coffee has been reviewed and compiled. Accordingly, in the study, the concept of coffee was tried to be studied in all aspects. Information about the history of coffee and its spread worldwide, the preparation and serving of coffee types according to different countries is given.

According to the results of the study, coffee, whose homeland is Ethiopia, is a product known in many parts of the world. Types of coffee differ in their form, preparation, serving, taste, places of cultivation, color, and quality. Unlike Western types of coffee, Turkish coffee is distinguished from other coffees in the world by being finely ground, served with its ground, adding sugar during cooking, and boiling slowly. There is no specific time to drink coffee; it can usually be consumed between meals, after meals or at different times of the day. Leaving the ground coffee in the open causes a loss of flavor and taste. It can be stored in glass jars or vacuum packaging for a long time. The effect of coffee on health is quite high due to the

substances in its composition. Caffeine in coffee, which is used in the treatment of serious diseases in alternative medicine, can be addictive, so it is important for health that daily coffee consumption does not exceed 2 cups. Coffee culture is a tradition, it is considered important to maintain this tradition and transfer it to future generations by adhering to country-specific cooking techniques from its cooking to serving. In this context, organizing international and national coffee festivals, holding tasting activities for gastro tourists, developing coffee product recipes will also serve for the development of gastronomic tourism. More studies are needed on country-specific coffee.

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