**The Perfect Cappuccino**

**Please answer the following questions which have to do with the documentary The Perfect Cappuccino. Please answer each question in paragraph form. This assignment is due at the end of class on May 21, 2013. Please email to:** [**jmss712@gmail.com**](mailto:jmss712@gmail.com)

**Your paper must have the heading on the left hand side. Times New Roman, Double Spaced, Font 12. Do not forget to indent with every new paragraph.**

1). How is the demand for coffee and preferably cappuccino different in Italy than the United States? What has caused this? Are the standards and expectations different for cappuccino in Italy than the United States? Give at least two examples from the documentary that reiterates your understanding of the difference between demand and expectations of cappuccino in the United State and Italy.

2). How has Starbuck dictated the expectations of what coffee in the United States should taste and look like? Has Starbucks controlled the demand of coffee in the United States in regards to price, taste, and appearance? Have we as Americans given in to Starbucks and let this multi-national corporation tell us what “good” coffee should taste like even if its standards are much lower than European nations and even the independent coffee house in the United States? If so, how did this happen? Please explain in detail.

3). In the documentary Brian Franklin, owner of DoubleShot Coffee House in Tulsa, Oklahoma received a letter from attorneys who work for Starbucks that asked him to change the name of his company because it conflicted with their caffiented canned coffee product called DoubleShot. Why did Starbucks want to make him change the name? Would it have an impact on Starbucks control of the coffee economy in the United States? Or is it another example of the big multinational corporation trying to control their industry?

4). Has the world given in to what Americans feel is good coffee? Have other coffee companies around the world, especially Italy begun to market their stores, logos, and coffee products just like Starbucks? If so, why has this happened? Is this an indicator that Starbucks has changed the perception of what Italian coffee houses and their coffee houses should look like? Has this changed the taste of their coffee? Is this a sign that the United States is a world economic empire that can change the demand of a product and industry when and however they want? Please give one example from the documentary that shows American influence upon the world renowned coffee houses of Italy.

5). Brian Franklin was asked the question “If he would ever like to have multiple DoubleShot Coffee Houses throughout Oklahoma and the rest of the Untied States?” What was his response to this question? Also, what did Starbucks want him to do in regards to the Name of DoubleShot so that they would not sue him? Was Starbucks going to compensate him? Did he give in? What happened with the lawsuit?