

THE PERFECT CAPPUCCINO

1 X 90'



In the country that managed to put a man on the moon, why is it so hard to find a decent cappuccino? In this feature-length personal essay one American woman's lifelong obsession with finding the perfect cappuccino pushes her to confront her country's ongoing love affair with national brands and corporate culture.

For many people, American coffee culture is Starbucks. It has 13,000 locations worldwide, opens 8 new stores every day, and has 33 million customers every day. It is 20 times the size of its nearest rival. And even though we all like to make fun of Starbucks' ubiquity, it is still wildly popular. The #1 complaint Starbucks hears from its customers? Not enough stores. So what does it say about America that a multinational chain is our answer to the cappuccino and the coffee house tradition?

I seek answers from a wide array of characters, ranging from fanatical frappuccino drinkers to an anti-corporate activist named Reverend Billy to Starbucks co-founder Jerry Baldwin. The search also leads me to Starbucks' antithesis: a micro-roastery and coffee shop in Tulsa, Oklahoma called the DoubleShot Coffee Company. I first learn of DoubleShot when Starbucks threatens to sue it for infringement of its trademark on a canned beverage called the Starbucks doubleshot.