
By Kent Bakke
Espresso Specialists, Inc.
and La Marzoccc
The Ground Rules

1. 1978-2003 = 25 years…not entire history of Seattle espresso
2. “Seattle” really means Seattle
3. We’ve all killed a lot of brain cells since 1978

Me as “Dr. Espresso”
1978: The Bad News
1978: The Bad News

West Seattle Bridge hit by
Freighter Chavez
1978: The Bad News

Lutefisk, courtesy of Sons of Norway
1978: The Good News
1978: The Good News
1978: The Good News

Microsoft, circa 1978
Early Seattle Espresso Scene

- Ambrosia Espresso
- Avenue 52
- B&O Espresso
- Back Stage
- Café Allegro
- Café Dilettante
- Café Optimum
- Café Sabica
- Café Society

Seattle's first espresso cart at Edmunds Arts Festival (note clever John Deere umbrella)
Early Seattle Espresso Scene

- Cause Celebre
- Continental Pastry
- Espresso Express
- European Connektion
- Famous Pacific Dessert Company
- Henry’s Off Broadway
- Hibble & Hyde’s
- Jazz Alley
- Last Exit on Brooklyn

Hibble & Hyde’s in Pioneer Square, circa 1978
Early Seattle Espresso Scene

- Madison Park Café
- Mangia Bevi
- Monorail Espresso
- Nordstrom Espresso Bars
- Pony Espresso
- Raison d’Etre
- Red Robin
- Starbucks Coffee

A view from inside fabled Monorail Espresso
Early Seattle Espresso Scene

- The Good Coffee Co.
- The Grand Illusion
- The Harbor Club
- The Wet Whisker
- Uptown Espresso
- Visions Unlimited
- Vitium Capital

Uptown Espresso on Lower Queen Anne
Prime Time TV in 1978

- All in the Family
- Barney Miller
- Battlestar Gallactica
- CHiPS
- Charlie’s Angels
- Dallas
- Donny & Marie
- Eight Is Enough
- Fantasy Island and Love Boat
- Good Times
- Happy Days
Prime Time TV in 1978

- Hawaii Five-O
- Incredible Hulk
- Laverne & Shirley
- Lou Grant
- M*A*S*H
- Mork & Mindy
- New Adventures of Wonder Woman
- One Day at a Time
- Quincy, M.E.
- Rhoda
- Rockford Files
Prime Time TV in 1978

- Soap
- Starsky & Hutch
- Taxi
- The Jeffersons
- The Waltons
- Three’s Company
- WKRP in Cincinnati
- Welcome Back, Kotter
- What’s Happening

“Starsky & Hutch” model
1976 Ford Gran Torino
Seattle Espresso Pioneers

- Chuck and Susie Beek
- John Blackwell
- Asa Bron
- Jerilyn Brusseau
- Mauro Cipolla
- Dana Davenport
- Craig Donnarum
- Barbara Douma
- Jill Edwards
- Cathy Hillenbrand

Monorail Espresso

Nordstrom Espresso Bar
Seattle Espresso Pioneers

- Solidity and Resolve Israel
- Nathaniel Jackson
- Jack Kelly
- Dawn and Pat Loraas
- Dow Lucurell
- Bob McAfee
- Susan Mitchell and Suzie Taylor
- Denise and Joe Monaghan
- Michael Myers (happy 20th to Michaelo Espresso!)
Seattle Espresso Pioneers

- Dave Olsen
- Bruce Pedrola
- Lois Pieris
- Howard Schultz
- Irv Sisky
- Dave Stewart
- Jim Stewart
- Eric Stone
- Dale Welch
- D.J. Zentner
Songs from 1978

- “Moving Out” – Billy Joel (*The Stranger*)
- “Hot Blooded” – Foreigner (*Double Vision*)
- “Feels So Good” – Chuck Mangione (*Feels So Good*)
- “The One That I Want” – Olivia Newton John and John Travolta (*Grease*)
- “Renegade” – Styx (*Pieces of Eight*)
Songs from 1978

★ “It’s So Easy” – Linda Ronstadt (Simple Dreams)
★ “Dust in the Wind” – Kansas (Point of No Return)
★ “Go Your Own Way” – Fleetwood Mac (Rumors)
★ “Running on Empty” – Jackson Browne (Running on Empty)
★ “Staying Alive” – The Bee Gees (Saturday Night Fever Soundtrack)
★ “Lay Down Sally” – Eric Clapton (Slowhand)
Songs from 1978

- “Shadow Dancing” – Andy Gibb (Shadow Dancing)
- “Shattered” – The Rolling Stones (Some Girls)
- “Son of a Son of a Sailor” – Jimmy Buffett (Son of a Son of a Sailor)
- “Time Passages” – Al Stewart (Time Passages)
- “Hotel California” – The Eagles (Hotel California)
Seattle-Style Espresso Goes Global

- Acorto
- Da Vinci Gourmet
- Nordstrom Espresso Bars
- Seattle’s Best Coffee
- Starbucks Coffee Co.
- Tully’s Coffee

Nordstrom Espresso Bar
Tradition Continues: Leading National Providers

- Batdorf & Bronson Coffee Roasters
- Bridge Industries
- Burgess Enterprises
- Caffe D’arte
- Coffee Fest Trade Shows
- Creative Concepts
- Dilettante Chocolates
- Espresso Elegance

Café Dilettante in 1977
Tradition Continues: Leading National Providers

- ESI – Espresso Specialists, Inc.
- Espresso Supply
- Fonte Coffee Roasters
- La Marzocco International
- La Spaziale USA
- Michaelo Espresso
- Stirling Syrups
- Visions Espresso Service
1978 Flashback: Movies

- Animal House
- Annie Hall
- Grease
- Halloween
- Midnight Express
- Superman
- The Boys from Brazil
- The Deer Hunter
- The Wiz
- Up in Smoke

John Belushi in Animal House

Cheech & Chong in Up in Smoke
Tradition Continues: Microroasters

- Caffe Appassionato
- Caffe Vita
- Diva Espresso
- Espresso Vivace
- Hines Public Market Coffee
- Lighthouse Roasters
- True North Roasting House
- Zoka Coffee Roasters

Lighthouse Roasters, Fremont
Tradition Continues: Microroaster-Retailers

Caffe Vita, Capitol Hill

Hines Public Market
Coffee, Eastlake
Tradition Continues: Microroaster-Retailers

Zoka Coffee Roasters, Green Lake

Espresso Vivace, Capitol Hill
Tradition Continues: Small, Local Retail Chains

- B&O Espresso
- Caffe Ladro
- Caffe Vita
- Diva Espresso
- Espresso Splendido
- Espresso Vivace
- First Choice Espresso
- Java Bean
- Joelle’s Espresso Café
- Uptown Espresso
Tradition Continues: Landmark Independents

- Bauhaus Books & Coffee
- Café Allegro
- Coffee Messiah
- El Diablo Coffee
- Fergy’s Espresso Café
- Lottie Motts Coffee Shop
- Monorail Espresso

Bauhaus Books & Coffee
Coffee Messiah
Monorail Espresso
Tradition Continues: Baristi
Don’t Mess with Our Espresso

unting a significant economic policy

resolution: House Resolution No. 4045, adopted by the

A tax on espresso?

To pay for... childcare-related programs?

Childcare is too important
The Future: A Vision for Seattle’s Espresso Industry

1. Educated consumers support proliferation of superior quality espresso in Seattle
2. Seattle + Espresso = Napa Valley + Wine
3. Our renewed commitment to exceptional quality spreads beyond the Northwest