

\$3.80



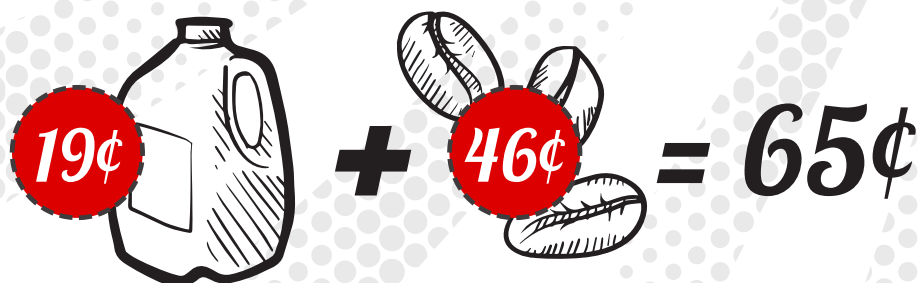
Retail Latte

VS

65¢



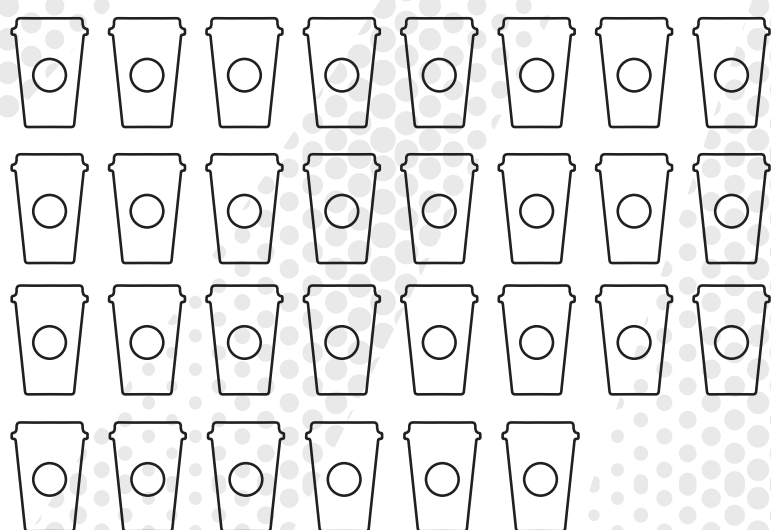
Home Latte



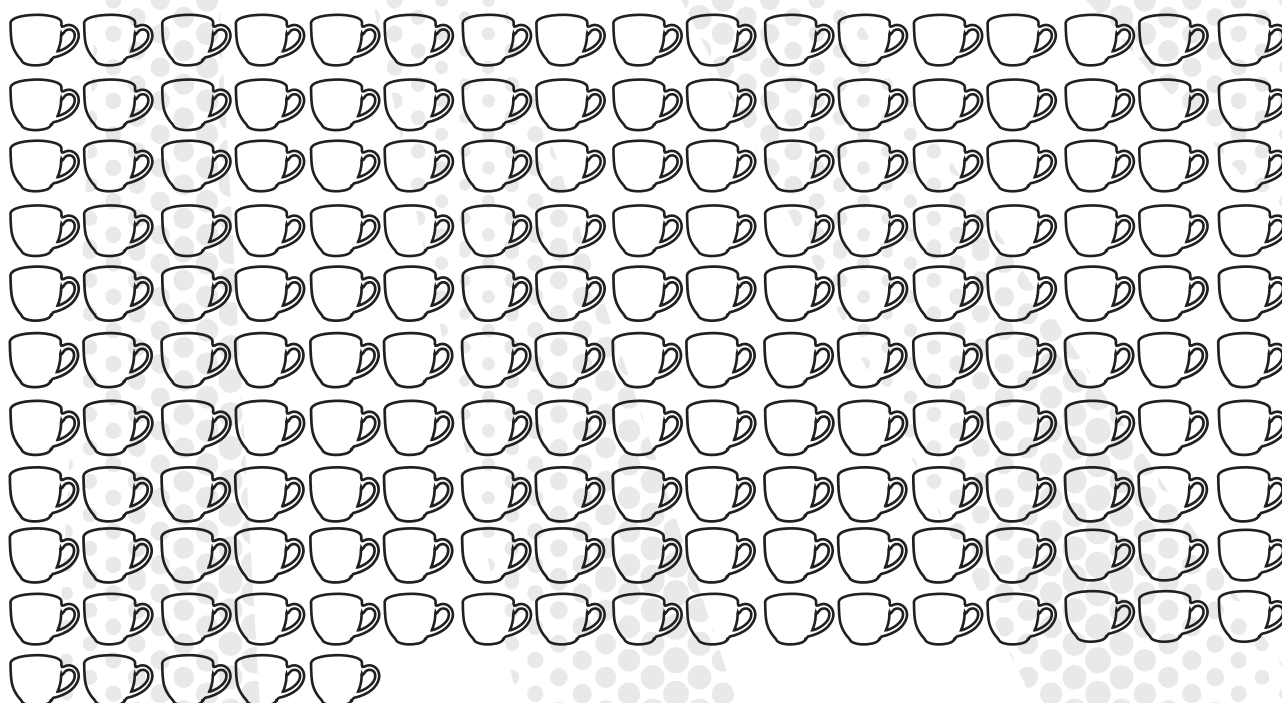
ONE RETAIL LATTE IS THE SAME PRICE AS **5** HOME LATTES.



ONE MONTH OF RETAIL LATTES IS THE SAME PRICE AS **175** HOME BREW LATTES.



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IN **ONE YEAR** YOU'D SAVE ENOUGH CASH TO HOME BREW **2,500** DOUBLE ESPRESSOS ENOUGH TO MAKE DOPPIOS FOR **EVERYONE** LIVING IN THE TUSCAN VILLAGES OF:



MULAZZO, CHIUSI DELLA VERNA, OR CASTIGLION FIBOCCHI

seattlecoffeegear

AVG RETAIL PRICE FOR 16 OZ LATTE*: \$3.80 *BASED ON AVG SBUX LATTE PRICE IN ATLANTA, NYC, DETROIT, SF
SOURCE: [HTTP://ONLINE.WSJ.COM/ARTICLE/SB10001424127887324048904578319783080709860.HTML#ARTICLETABS%3DINTERACTIVE](http://online.wsj.com/article/SB10001424127887324048904578319783080709860.html#articleTabs%3Dinteractive) (FEB 2013)
\$2.75 AVG PRICE FOR 12 OZ SBUX LATTE SOURCE: [HTTP://WWW.MARKETWATCH.COM/STORY/STARBUCKS-INSTANT-LATTE-NO-BARGAIN-BREW-2012-09-21-131032116](http://www.marketwatch.com/story/starbucks-instant-latte-no-bargain-brew-2012-09-21-131032116)
HOME BREW COST FOR 16 OZ HOME LATTE = \$0.65 ESPRESSO: 46 CENTS/LATTE BASED ON \$15 COST FOR POUND OF ESPRESSO SOURCE: SCG RETAIL PRICE
MILK: 19 CENTS/LATTE BASED ON AVG MILK COST 2013 OF \$3.47/GAL (7 OZ) SOURCE: US BUREAU OF LABOR STATS- [HTTP://DATA.BLS.GOV/CGI-BIN/SURVEYMOST](http://data.bls.gov/cgi-bin/surveymost)