

Nintendo Wii U: Lessons Learned for New Strategic Directions

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by Kaitlyn and Alex
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Coffee Maker Timeline

- 1865 James Mason invents the coffee percolator.
- 1903 First commercial decaffeination process was invented by Dr. Ludwig Roselius.
- 1901 - Luigi Buzzero files a patent for the first espresso machine. In 1905 the first commercial espresso machine was manufactured in Italy.
- 1906 The English chemist George Constant Washington, invented the instant coffee while living in Guatemala.
- 1908 Melitta Bentz invents the first drip coffee maker with a filter made of blotting paper.
- 1933 Dr. Ernest Illy develops the first automatic espresso machine. At the same time, Alfonso Bialetti invented the world's first stovetop espresso maker, later to become the most popular maker in Italy.
- 1945 Achilles Gaggia enhances the espresso machine with a manual piston that creates a high pressure extraction to produce a thick layer of crema.
- 1963 FAEMA introduced the world's first pump operated espresso machine named E61 (reciproc of 1961).
- 1968 - Nestle introduces "TASTER'S CHOICE". A freeze-dried instant coffee lacking in freshness and taste.
- 2008 Coffee is the world's most popular beverage. More than 500 billion cups are consumed each year. It is one of the world's most traded commodities, second in value only to crude oil.

The First Coffee Maker



Current Patents

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Improvements on Specialty



Improvements



New Innovation



The First Drip Coffee Maker



How A Percolator Works



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Improvements on Specialty



Improvements



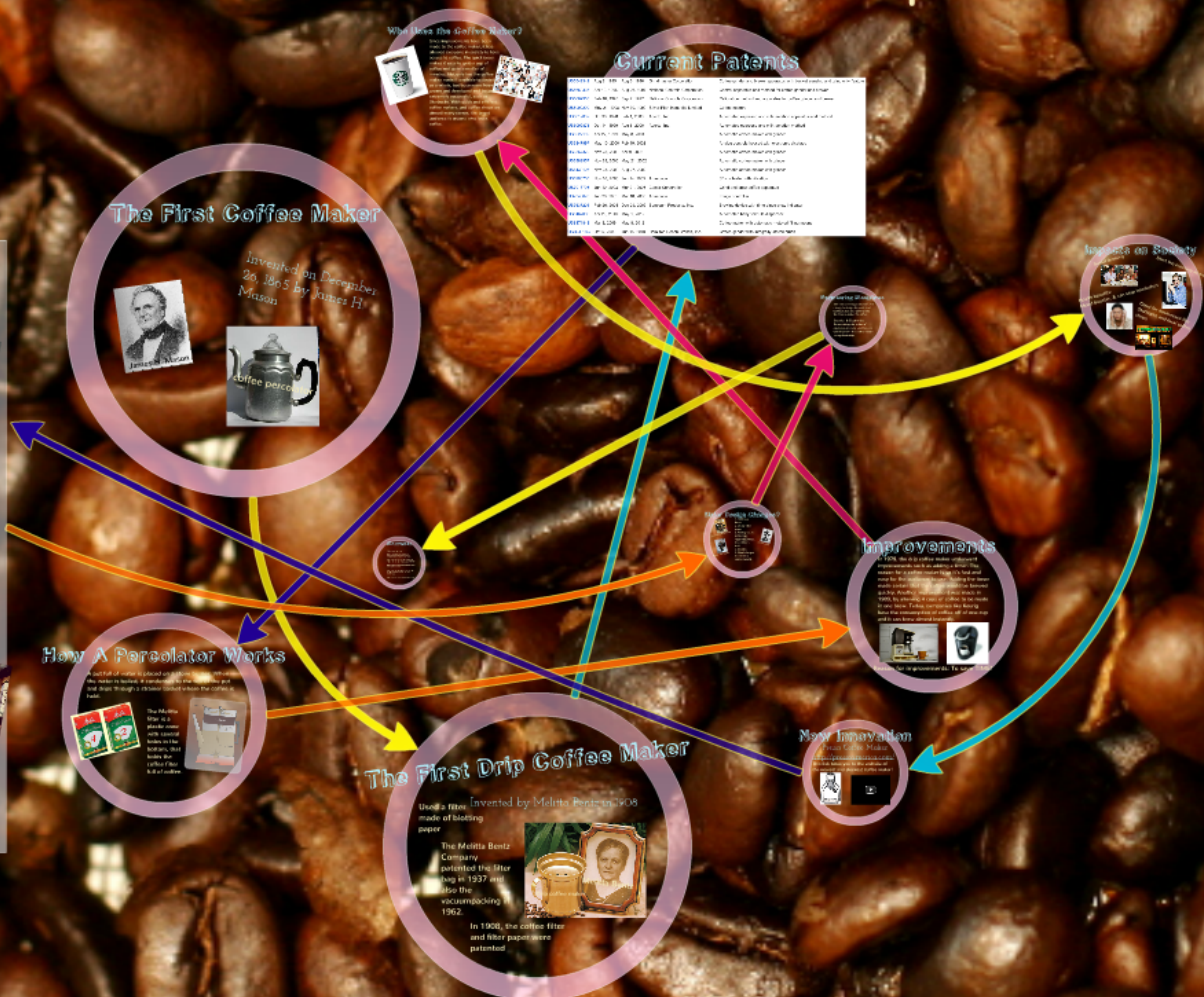
New Innovation



The First Drip Coffee Maker



How A Percolator Works

Coffee Maker Timeline

1865
James Mason invents the coffee percolator.

1903
First commercial decaffeination process was invented by Dr. Ludwig Roselius



1901 - Luigi Bezzera files a patent for the first espresso machine. In 1905 the first commercial espresso machine was manufactured in Italy.

1906
The English chemist George Constant Washington, invented the instant coffee while living in Guatemala.

1908
Melitta Bentz invents the first drip coffee maker with a filter made of blotting paper.



1933
Dr. Ernest Illy develops the first automatic espresso machine. At the same time, Alfonso Bialetti invented the world's first stovetop espresso maker, later to become the most popular maker in Italy.



1945
Achilles Gaggia enhances the espresso machine with a manual piston that creates a high pressure extraction to produce a thick layer of crema.

1961
FAEMA introduced the world's first pump operated espresso machine named E61 (eclipse of 1961).



1966 - Nestle introduces TASTER'S CHOICE. A freeze-dried Instant Coffee locking in freshness and taste.



2008
Coffee is the world's most popular beverage. More than 500 billion cups are consumed each year. It is one of the world's most traded commodities, second in value only to crude oil.



James H. Mason

How A Percolator Works

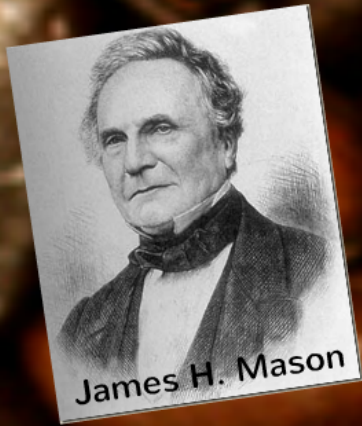
A pot full of water is placed on a stove. As the water is boiled, it condenses and drips through a strainer basket into the coffee filter.



The Melitta filter is a plastic cone with seven holes in the bottom. It holds the coffee filter full of coffee.

The First Coffee Maker

Invented on December
26, 1865 by James H.
Mason





coffee percolator

