

**YOUR ALARM CLOCK
DOESN'T "GET" YOU.**

**LIKE A GOOD LITTLE DIGITAL
SOLDIER, IT BLINDLY
FOLLOWS LAST NIGHT'S ORDERS.
6:45? 6:45 WAS MERELY
A SUGGESTION. YOU ARE NOT THE SAME
PERSON YOU WENT TO BED AS.
AND BEEPS,
BUZZES, AND
THE MORNING
ZOO CREW
SIMPLY WON'T DO.**



UGLY MUG COFFEE CO.
Memphis, Tennessee U.S.A.



MORNING PEOPLE.

THEY BEGIN THE DAY WITH A SEEMINGLY BOUNDLESS SUPPLY OF ENERGY AND PLUCK. LUCKILY FOR THE REST OF US, THEY USUALLY SLOW DOWN BY AROUND ELEVEN O'CLOCK, AT WHICH POINT THEY'RE PRETTY EASY TO PICK OFF, SWAT DOWN, AND CRUSH THE HOPE OUT OF.



UGLY MUG COFFEE CO.
Memphis, Tennessee U.S.A.



**WHO IS THIS PERSON
I WAKE UP NEXT TO EVERY MORNING?
COMPLETELY UNRECOGNIZABLE. CERTAINLY NOT
THE SAME SWEET, CARING
WIFE I WENT TO BED WITH. NO, THAT
WOMAN IS GONE. AND
FOR THE PASSINGEST
OF PASSING
MOMENTS,
I'M OPEN TO THE
CONCEPT OF
ALIEN ABDUCTION.**



UGLY MUG COFFEE CO.
Memphis, Tennessee U.S.A.



OFFICE COFFEE.

THE OFFICIAL COFFEE OF
PURGATORY. THE ULTIMATE
CONSOLATION PRIZE. WITH ALL THE
FLAVOR OF WET PAPER
AND ALL THE KICK OF A NEUTERED
KITTEN. YOU DON'T TRUST
THESE PEOPLE WITH YOUR STAPLER;
HOW CAN YOU
TRUST THEM
TO MAKE YOUR
MORNING
CUPPA?



UGLY MUG COFFEE CO.
Memphis, Tennessee U.S.A.



THE SNOOZE BUTTON IS A PUSHER.
SELLING HEAVEN IN SEVEN-MINUTE
INCREMENTS. THE FIRST ONE IS FREE.
THE FIRST ONE IS ALWAYS FREE. BUT I CAN
STOP ANYTIME I WANT.



UGLY MUG COFFEE CO. Memphis, Tennessee U.S.A.



YOU CAN'T GET A RESTRAINING
ORDER FOR THE SUN.
IT COMES AND GOES AS IT PLEASES.
A GASEOUS, UNWELCOME PEEPING TOM
PEEKING IN BETWEEN THE BLINDS.
THE SUN IS ABOVE THE LAW.



UGLY MUG COFFEE CO. Memphis, Tennessee U.S.A.



THIS COFFEE...

HAILS FROM MEMPHIS, THE SEATTLE OF SOUTHWESTERN TENNESSEE ♦ SHOTS STRAIGHT, **BUT** KNOWS HOW TO TALK ITS WAY OUT OF A FIGHT ♦ **CAN PROP** TIRED EYES OPEN BETTER THAN **TOOTHPICKS** ♦ **TASTES LIKE COFFEE**, NOT SOME KIND OF CANDY CORN VANILLA FANTASY WORLD ♦ **HELPS YOU GROW BIG AND STRONG** ♦ **WILL TOUGHEN UP** YOUR SELF-IMAGE ♦ **CAVES TO NO MAN** ♦ **CAME FROM MEMPHIS** WITH A **DOLLAR** AND A **DREAM** ♦ **IS RICH ENOUGH** TO PLANT FLOWERS IN ♦ **REMINDS US** OF A TIME BEFORE THE DOUBLE MINT MOCHA DECAF SKIM LATTE **RULED** THE EARTH ♦ **IS ROASTED** IN THE **CRADLE OF ROCK 'N ROLL**, WHERE OTIS AND ELVIS GOT THEIR START ♦ **ISN'T PICKED** BY SOME **GUY NAMED JUAN** WITH A SOMBRERO AND A DONKEY...**IT'S PICKED BY RAUL**. RAUL DRIVES A SECOND-HAND PLYMOUTH AND UNDERSTANDS YOUR NEED FOR FINE COFFEE ♦ **IS MEANT TO BE DRANK**, NOT "EXPERIENCED" ♦ **HAS KNOWN MORAL INDIGNATION** ♦ **IS THE ORIGINAL** ENERGY DRINK ♦ **NOT ONLY WAKES YOU UP**, BUT **SLAPS YOU AROUND A BIT**, JUST TO MAKE SURE YOU DON'T **SNEAK BACK TO BED** ♦ **IS READY TO HEAR YOUR CONFESSION** ♦ **KNOWS GOOD LOOKS** WILL ONLY GET YOU **SO FAR** ♦ **IS OUR GIFT TO YOU** ♦ **WAS PURCHASED, ROASTED AND PACKAGED** WITH A LITTLE SOMETHING WE LIKE TO CALL **INTEGRITY** ♦ **SPEAKS WITHOUT RESORTING TO FAUX EUROPEAN WORDS. EXCEPT FAUX** ♦ **IS AT THE FOREFRONT OF THE MUTINY** ♦ **BREWS DARK AND RICH** LIKE THE **FERTILE SOIL** OF THE MISSISSIPPI RIVER ♦ **IS MORE ROCKABILLY** THAN POP ♦ **CAN FLY A CROP DUSTER** LOWER AND FASTER THAN ANYONE HERE ♦ **IS ROASTED WITH AN EYE TOWARDS GREATNESS** ♦ **MUST NEVER FALL INTO THE WRONG HANDS** ♦ **DOESN'T SO MUCH PERCOLATE** AS IT DOES **RABBLE-ROUSE** ♦ **LEAVES BEHIND A TRAIL OF BLACK GROUNDS AND BROKEN DREAMS** ♦ **INSPIRES PRESIDENTS AND MADMEN** ♦ **IS LIKE A LULLABY IN REVERSE** ♦ **UNDERSTANDS YOU. MAYBE TOO WELL** ♦ **IS YOUR FAVORITE COFFEE'S FAVORITE COFFEE** ♦ ♦ **INFUSES THOSE WHO DRINK IT WITH SUPERHUMAN VIGILANCE** ♦ **TWANGS LIKE A STEEL GUITAR** ♦ **RIDES TALL IN THE SADDLE** ♦ **BRINGS STRENGTH TO THE WEAK OF SPIRIT AND HOPE TO THOSE WHO TRULY NEED IT.**



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