Dear Paul,

There’s no place like home when you want to relax. So sink into your favorite chair, sip your favorite MAXWELL HOUSE® coffee and enjoy this latest issue of Stop and Smell the Coffee.

We’re delighted by the response we’ve received from coffee lovers like you to our first two issues. If you haven’t dropped us a line yet but would like to, write us at: MAXWELL HOUSE Letters, P.O. Box 5530, Maple Plain, MN 55593-5530.

Thanks again for drinking MAXWELL HOUSE.

Sincerely,

Kate Nicholson, Editor

P.S. Look inside to see how you can bring the coffeehouse experience home with New MAXWELL HOUSE Italian Espresso Roast.
MAXWELL HOUSE®
Stop and Smell the Coffee
A guide to life’s simple pleasures.
As long as there's no place like home... As long as getting comfortable and snuggling up is a wonderful way to spend a snowy afternoon... As long as one of life's simple pleasures is a fresh cup of hot coffee on a cold winter night...

Maxwell House® will always be... Good to the Last Drop.

So stop and smell the coffee as you enjoy the simple pleasures of home with a little help from Maxwell House.
How I stop and smell the coffee.

Bob Rutlege, of Lake Placid, Florida, shared news of his morning coffee routine.

"Being semi-retired, I've built an office in the woods across from my home. Every morning I arrive at 7 a.m. and get the Maxwell House brewing. As the aroma fills the room I'm joined by a small group of my friends. We're all coffee lovers and we each have our own favorite mug. We read the sports page, solve the world's problems, and enjoy a good cup of coffee or two while we're at it."

We'd love to hear how you stop and smell the coffee. Write us at: Stop and Smell the Coffee, P.O. Box 5520, Maple Plain, MN 55503-5520. We may even print your letter in one of our upcoming issues!

All submissions become the property of Kraft Foods, Inc. and none will be returned.
Take the espresso route home.

Experience the feeling and flavor of a coffeehouse in your house with Maxwell House Italian Espresso Roast.

A deep, flavorful blend that's not bitter, it's delicious on its own and perfect for creating the latest coffeehouse drinks.

All you need is a regular coffee pot and a little inspiration...

To satisfy your chocolate cravings, simply add ¼ cup of warm chocolate milk to ¼ cup of Maxwell House Italian Espresso Roast coffee.

Sugar and spice are especially nice in Maxwell House Italian Espresso Roast coffee. Add 1 teaspoon brown sugar to ¼ cup freshly brewed coffee and stir with a cinnamon stick.
Unwind at a place where the refills are on the house.

Substitute slippers for shoes and settle down for the day with a fresh carafe of coffee. The simple pleasures of home are many and are easy to enjoy. Here are a few more to consider.

- Reveal your hidden past and invite your friends or family to have a look at your high school yearbooks and scrapbooks.
- Send yourself fresh flowers or another favorite treat on a day when you plan on relaxing at home.
- Hand down a favorite family recipe by preparing it with your spouse or children. Make sure to fill them in on all the secrets!
Here's the scoop on great tasting decaf.

Years of experience have taught us that it's not what you take out of the coffee bean but rather what you leave in that makes a great cup of decaf.

That's why Maxwell House naturally decaffeinates its coffee beans, using a gentle approach, one that leaves every last drop of flavor virtually untouched.

So linger over your next cup of Maxwell House decaf and savor its rich aroma and flavor while you enjoy one of life's simplest pleasures.
“The sweetest walk is the walk home.”

Anonymous
Don't forget to collect Perk Points® from any Maxwell House product to redeem for award items specially selected for you. They'll make your coffee drinking as pleasurable as can be.

Coupon for a FREE can of New Maxwell House Italian Espresso Roast. Enjoy the deep, full bodied flavor of espresso right at home. It's easy because you brew New Italian Espresso Roast in any regular coffee maker. Limit 1 per family/address. Maximum Retail Value: $2.99.

Thermos® Brand Carafe. Take your coffee with you to the bedroom, den, or anywhere in the house in this China White 32 oz. carafe. It keeps beverages hot or cold for over 8 hours. Suggested Retail Price: $21.99.

Connoisseur 10 Cup Coffee Maker. The swing out European Filter, drip stop, lighted on/off switch and water level indicator make this coffee maker a great choice for real coffee lovers. Available in white only. Suggested Retail Price: $32.95.
WELCOME