

New Maxwell House Gold is made from a superior blend of the finest coffee beans and is expertly roasted to capture a rich aroma and smooth coffee taste.



A coffee pioneer, Joel Cheek succeeded at blending several top-quality types of coffee beans into a new superior flavor, and in 1892 convinced the management of the Maxwell House Hotel to serve the coffee exclusively to their guests.

This special, distinctive coffee blend became known as *Maxwell House*. In addition to its distinctive taste and aroma, the coffee's claim to fame was its ability to be purchased by consumers in grocery stores and easily prepared at home.

***Maxwell House* became the first nationally available brand of coffee specially ground, blended and roasted for use in automatic drip coffee makers in 1976.**

Coffee Time Services
Brian Mahoney
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