



“Satan’s Drink”?

A cup of hot coffee is nearly everyone’s favorite way to begin their day. However, coffee was not always accepted in Western society.

According to popular theory, Arab shepherds and Islamic clerics were the first to cultivate and brew coffee beans. Because of these origins, Europeans originally did not embrace coffee. Some even called it “Satan’s drink.”

When Pope Clement VIII encountered coffee in the 16th century, his advisors encouraged him to ban the drink. However, legend states that Pope Clement VIII tasted it and said, “This Satan’s drink is so delicious that it would be a pity to let infidels have exclusive use of it”.

Pope Clement VIII then blessed coffee beans and encouraged people to drink it instead of alcohol. After he baptized coffee, Catholics around the world were welcome to partake in the delicious drink we enjoy today.

Buy your own bag of St. Joe’s Coffee, brewed in house in North Carolina, [here](#).