“Tripio is a vivid and authentic journey through the heady days of Starbucks’ early expansion into Chicago, the first city it opened stores in outside of the Pacific Northwest. Jerry’s from-the-trenches narrative really captures the idealism, hard work and passion of those times. While media focus on Starbucks is almost invariably about its charismatic chief executive, Tripio offers a much-needed contrast by showing that the lifeblood of the company in those formative years was the idealism, hard work and sacrifice of its baristas and retail store managers.”

- Kevin Knox
  Coffee Specialist (head of coffee quality) at Starbucks 1987-1993.

“If you’ve been to Starbucks more than once, you will want to read Tripio.”

Howard Behar—Retired President, Starbucks Coffee Company