



Zero Coffee 🌉

A new coffee is being introduced to the libation market. With all the fuss about the negative results, attributes, natural laws of and antiquated studies of coffee we are now proud to introduce the new Zero Coffee-coffee.

One onlooker said, it looks like hot water! We responded immediately..how can you say it looks like anything..taste it first..



Thereby thrusting the cup of new \_ zero \_ java into his hand along with a crisp 5 dollar bill, we winked while awaiting a response.

Yes yes the customer said, though it looked like simple hot water; I see what you mean now.. It's superbly delicious Zero Coffee-coffee.

Can we sell it on the no caffeine soda isle? Yes once its bottled we can sell it almost anywhere. This is the only thing even Nostradamus couldn't predict. The guy said.. " do you have any other incredible products offered by simply labeling it? "

No at the moment Zero Coffee-coffee is our only solution to arbitrary labeling for high profits. The key is that any drinkable liquid can be sold as Zero Coffee-coffee as long as it's really-truly ... not coffee.

'Incredible".... the man remarked. He walked off with his five dollars

and a euphoric expression... Repeating to himself.. Zero Coffeecoffee... What a world we live in!

The tent rose high that day as thousands gathered to marvel at the new coffee but not coffee product. We celebrate this day together, apparently, as we ask the powers that be to issue a new federal holiday ... National Labeling Day ... in an effort to cast off dogmas and traditions .. and accept all labeling as is.. no matter what label is cast upon ourselves or others.

Put simply, to accept all labeling. Whether it's practical or not.. it's simply just easier... for everyone... As we drank our Zero Coffee-coffee, we realized that this new world is simply a matter of labeling and you then can sell anyone anything... because whether it's actual or real is not the substantial problem, but rather that it's simply... and properly labeled.