

“BIG BLUE” : The legend

In Jamaica there are still people who remember the legend that gives the name to our Coffee Shops....

This young man arrived in the island enveloped in mystery. They say that he was very strong, dark haired and with blue cold eyes.

Nobody knew the origin of his big fortune. The superstitious native said he came from the deep sea and that his treasures had been forged with the souls of the drowned and the bones of giant fish .

The popular memory says he was an English noble who had escaped from his country accused of a murder he had never committed. Lord Attenborough, jealous enemy of his relationship with Lady Anne, invented some false proofs against the young man and he was imprisoned and condemned to death. His father's ruse helped him to escape and he boarded a boat heading America.



Leaning on the boat's handrail with his hair waving on the wind he missed Lady Anne. He would never hug her again. He swore he would avenge the man who had made him so unhappy.

Lost in his thoughts he didn't see the pirate's boat that was approaching. The fight was fierce. The young man defended himself bravely but he fell into the pirate's hands and was lead to the gangway to be thrown to the sharks. A horrifying scream came up his body and asked for a knife to die while defending himself.

The surprise was enormous when the pirates could see the young man killing two sharks. He then asked the crew to take him up and accept him as a new member.

Fascinated by the young man's temple, they called him Big Blue from then on. His knowledge on military strategy helped them to conquer countless battles and his name, together with Boca Negra, would soon become the most feared in the seven seas

The legend had started...

The colour of his eyes together with his strength was the reason of his nickname: Big Blue. But the beauty of his face could not hide the sadness that emerged from his eyes... None of the women that had gone by his life could substitute Lady Anne in his heart. Tired and disenchanted of life he went to live in Jamaica with a new personality.

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COFFEE SHOP

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With the money he had won he bought big coffee plantations and started exporting coffee. His slaves respected him and feared him like a God. Very soon his coffee was known around the world.

Eager and visionary, he became aware of new places that were all the rage in Europe and where coffee was served. He opened one of them in Kingston: Jamaica Coffee Shop. He served a secret blend of coffee he made himself with the different types of coffee his friends, the pirates, brought from the different points of the continent.



In Jamaica Coffee Shop there were people from everywhere: sailors, merchants, pirates, globe-trotters, prostitutes, mercenaries... .It soon became the essential meeting point to do the most unsuspected businesses: sale of beautiful slaves, gun trade and , of course, sale of coffee. But it also was the place where news arrived first. The different voices and different languages mixed with signs and gestures and invaded everything with electricity, sea smell, rum liquor sweat, tobacco and coffee.

Big Blue, always present, was the centre of all secrets. That was how he knew about the conspiracy headed by his hated Lord Attenborough against the King of England. Helped by his friends the pirates, he organised a spy ring that confirmed the scale of the conspiracy.

He was decided to stop it and sent a letter to the King where he explained all the details.

Attenborough died in the gallows and Blue was invited by the King to go back to England. He was finally received as a hero, he could embrace his father and his beloved Lady Anne who had been waiting for him.

Meanwhile in the Court, always snob and bored, people only talked about the secret coffee blend Big Blue had brought with him. A magic formula that, according to him, had inspired him the clear vision of the conspiracy.

His fame was so spread that he soon opened a chain of coffee shops around the world: Jamaica Coffee Shop. Coffees enveloped by a legend: ☐☐☐☐

Big Blue's Legend

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