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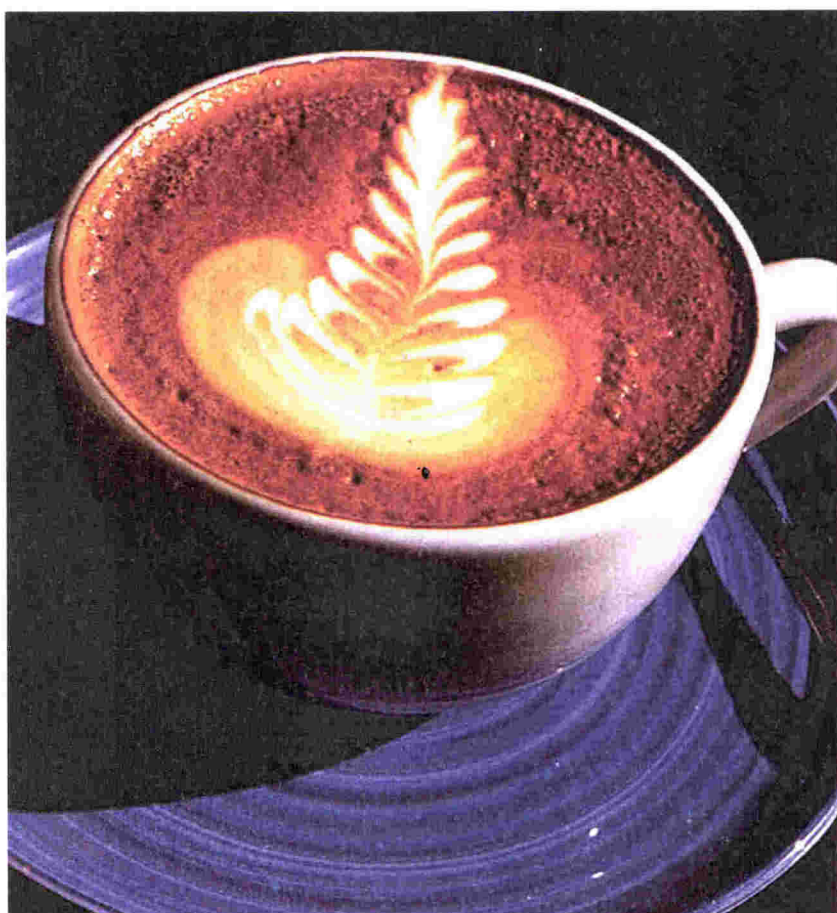
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# Espresso-ing Consumption:

A social geography of Central Auckland's  
coffee & café culture.

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for the degree of Master of Arts in Geography

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## ABSTRACT

Despite growing numbers of individuals purchasing coffee-oriented goods (beans, plungers, espresso machines, etc.) in an attempt to produce high quality coffee within the comforts of home, coffee consumption essentially remains a socio-spatial activity; we still “go out” for coffee, and coffee bars and cafés are the chosen sites for consumption. The consumption sites and practices associated with coffee have become a significant element in the contemporary Auckland landscape. Offering a variety of espresso-based beverages, cafés and coffee bars provide a sense of community, theatre, and a sensual experience. The thesis examines the construction of the café/coffee bar as a site of consumption and how it is perceived and used by its consumers. Findings are derived from survey work, a focus group, and participant observation. Evidence is presented of cafés operating as ‘third places’ in relation to work and home, with consumers frequenting establishments on a regular basis and finding a sense of community within.

**Key words:**

consumption, coffee, third place, sense of place.

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