

A lot of people in the United States are coffee drinkers.

在美国，很多人都是喝咖啡的人

Over the last few years, a trend has been developing to introduce premium, specially blended coffees, known as "gourmet coffees" into the American market.

在过去的几年里，引进高价的，特殊调制的咖啡到美国的市场，已经成为一种趋势，这种特殊调制的咖啡被称作“美味咖啡”。

Boston seems to have been the birthplace of this trend.

Boston 似乎是这一趋势的诞生地

In fact, major gourmet coffee merchants from other cities like Seattle and San Francisco came to Boston, where today they're engaged in a kind of "coffee war" with Boston's merchants.

事实上，大多数来自其他城市诸如 Seattle 和 San Francisco 的美味咖啡商人们来到了 Boston，如今他们在这里参与了同 Boston 的商人们的某种“咖啡战争”。

They are all competing for a significant share of the gourmet coffee market.

他们都在为占据一个美味咖啡的重要市场份额竞争。

Surprisingly, the competition among these leading gourmet coffee businesses will not hurt any of them.

令人惊讶的是，在这些主要的美味咖啡生意之间的竞争，将不会伤害他们中的任何人。

Experts predict that the gourmet coffee market in the United States is growing and will continue to grow, to the point that gourmet coffee will soon capture half of what is now a 1.5-million-dollar market and will be an 8-million-dollar market by 1999.

专家们预测美味咖啡的市场在美国正在增长并将持续增长，达到这种程度：美味咖啡将很快夺得现在 150 万美元的市场份额的一半，并将在 1999 年达到 800 万美金的市场份额。

Studies have shown that coffee drinkers who convert to gourmet coffee seldom go back to the regular brands found in supermarkets.

研究已经表明，喝咖啡的人一转喝美味咖啡，很少回到常规的在超市中找到的品牌。

As a result, these brands will be the real losers in the gourmet coffee competition.

结果，这些品牌将在美味咖啡竞争中成为真正的输家。