

The Great Company Adventures • Book 27 of 50

NESTLÉ THE CUP THAT WAKES THE WORLD

A curious girl, three wise mentors, and the little jar of coffee that starts a billion mornings.

"Discovering the businesses that built the modern world"

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THE GREAT COMPANY ADVENTURES

Discovering the businesses that built the modern world.

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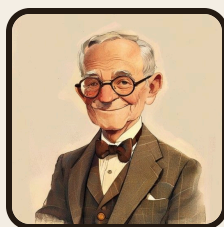
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MEET THE CHARACTERS



SIRI



BEN



WARREN



CHARLIE



FERN

A curious girl named Siri, a wise old teacher named Ben, and his student Warren with Warren's partner Charlie — together discovering the businesses that built the modern world, one adventure at a time.

THE GLOBAL 50

One great company per volume · Fifty adventures, one modern world

SPACE & EXPLORATION

1. SpaceX — *“The Fire That Comes Back”*

MANUFACTURING & ENGINEERING

2. Toyota — *“The River That Builds Cars”*
3. Siemens — *“The Factory That Builds Factories”*
4. Caterpillar — *“The Machines That Move Mountains”*
5. Boeing — *“The Bird With Six Million Pieces”*
6. Airbus — *“The Plane Four Countries Built”*

ENERGY & INDUSTRY

7. Shell — *“The Sunlight Buried at Sea”*
8. ExxonMobil — *“The Ancient Sunlight Machine”*
9. GE Vernova — *“The Wheel That Makes Lightning”*

COMMUNICATION

10. AT&T — *“The Voice Inside the Wire”*
11. Qualcomm — *“The Whisper in the Air”*
12. Ericsson — *“The Towers That Talk”*

TRANSPORTATION

13. Tesla — *“The Car With No Engine”*
14. John Deere — *“The Machine That Feeds the World”*
15. UPS — *“The Promise in a Brown Truck”*

INFRASTRUCTURE

16. ABB — *“The Arms That Never Tire”*
17. Schneider Electric — *“The Guardian of the Grid”*

MATERIALS

18. Corning — *“The Thread of Light”*
19. DuPont — *“The Inventors of Almost Everything”*

SCIENCE & TOOLS

20. 3M — *“The Factory of Ten Thousand Ideas”*
21. Bosch — *“The Spark in Every Machine”*
22. Honeywell — *“The Dial That Tames the Weather”*

MEDICINE & BIOTECHNOLOGY

23. Pfizer — *“The Shield in a Tiny Vial”*
24. Roche — *“The Detectives of the Blood”*

25. Novo Nordisk — *“The Key to a Billion Locks”*

26. Johnson & Johnson — *“The Little Bandage That Grew”*

FOOD & AGRICULTURE

27. Nestlé — *“The Cup That Wakes the World”*
28. Cargill — *“The Invisible Harvest”*

FINANCE & COMMERCE

29. Visa — *“The Handshake Inside the Card”*
30. Mastercard — *“The Two-Second Trust Machine”*
31. Walmart — *“The Store That Never Runs Out”*
32. Costco — *“The Treasure Warehouse”*
33. FedEx — *“The Race Against the Sun”*

CONSUMER INNOVATION

34. Disney — *“The Factory of Dreams”*
35. LEGO — *“The Brick That Builds Anything”*
36. Sony — *“The Pocket Full of Music”*
37. Coca-Cola — *“The Secret in the Red Can”*
38. Nike — *“The Shoe That Learned to Fly”*

LUXURY & CRAFTSMANSHIP

39. Rolex — *“The Heartbeat on Your Wrist”*
40. LVMH — *“The Suitcase That Conquered the World”*

COMPUTING & DIGITAL CIVILIZATION

41. Apple — *“The Glass That Thinks”*
42. Microsoft — *“The Invisible Machine”*
43. Google — *“The Library With No Walls”*
44. Amazon — *“The Box That Crossed the World”*
45. NVIDIA — *“The Brain Made of Sand”*
46. Intel — *“The First Thinking Chip”*
47. TSMC — *“The Invisible City”*
48. ASML — *“The Machine That Prints With Light”*
49. OpenAI — *“The Machine That Learned to Talk”*

THE FINAL DISCOVERY

50. The Company Yet to Be Built — *“The Adventure You Will Build”*

THE JAR BY THE KETTLE

Midnight. Homework: unfinished. And Grandpa Ben's old brass compass? Spinning like crazy.

SPIN

The needle stopped. Pointing at... a little jar of brown coffee by the kettle.

YOU? You're just brown dust!

The magic diary flipped open by itself. Fresh ink. Grandpa's handwriting.

It's never done THIS before...

"Time to meet the businesses that built the modern world. Start with the cup that wakes the world."

★ WORTH REMEMBERING

A spoonful of this brown dust helps half the planet wake up each morning. And it started life on a mountainside far away. So... **how does a seed become a giant?**

The jar shimmered. A whirlpool of warm blue light reached out and grabbed her.

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

New mystery! ☕

- ① How does a spoon of brown dust wake a whole planet?
- ② Grandpa says it built the world's biggest food company. Prove it.

THE PALACE OF AROMAS

She landed in a warm hall where rivers of roasted brown beans rolled over gleaming rollers.

A young scientist waved from the walkway. "I'm Fern. I turn beans into breakfast for a living."

Coffee has a **WHOLE** palace?

Fern laid out the journey in steps. A red cherry. A green bean. A brown bean. Dark brew. Bright crystals.

It's a **WATERFALL** of beans — and it **SMELLS** amazing!

So many secrets in one little spoonful!

Every step is a puzzle.

★ WORTH REMEMBERING

A jar of coffee looks like nothing. But it must be grown, picked, roasted, brewed, dried, and made to taste the same in every single cup. That is a lot of hard jobs for one brown spoonful. ☕

📖 SIRI'S SECRET NOTEBOOK

Rivers of roasted beans, warm and fragrant. Fern says every step hides real science. First question: what even IS coffee? 🔍

THE SEED THAT WAKES YOU

3a What coffee really is



“Coffee isn’t a bean at all,” said Fern. “It’s a SEED — two of them, tucked inside a little red cherry.”

My mug started as FRUIT?!

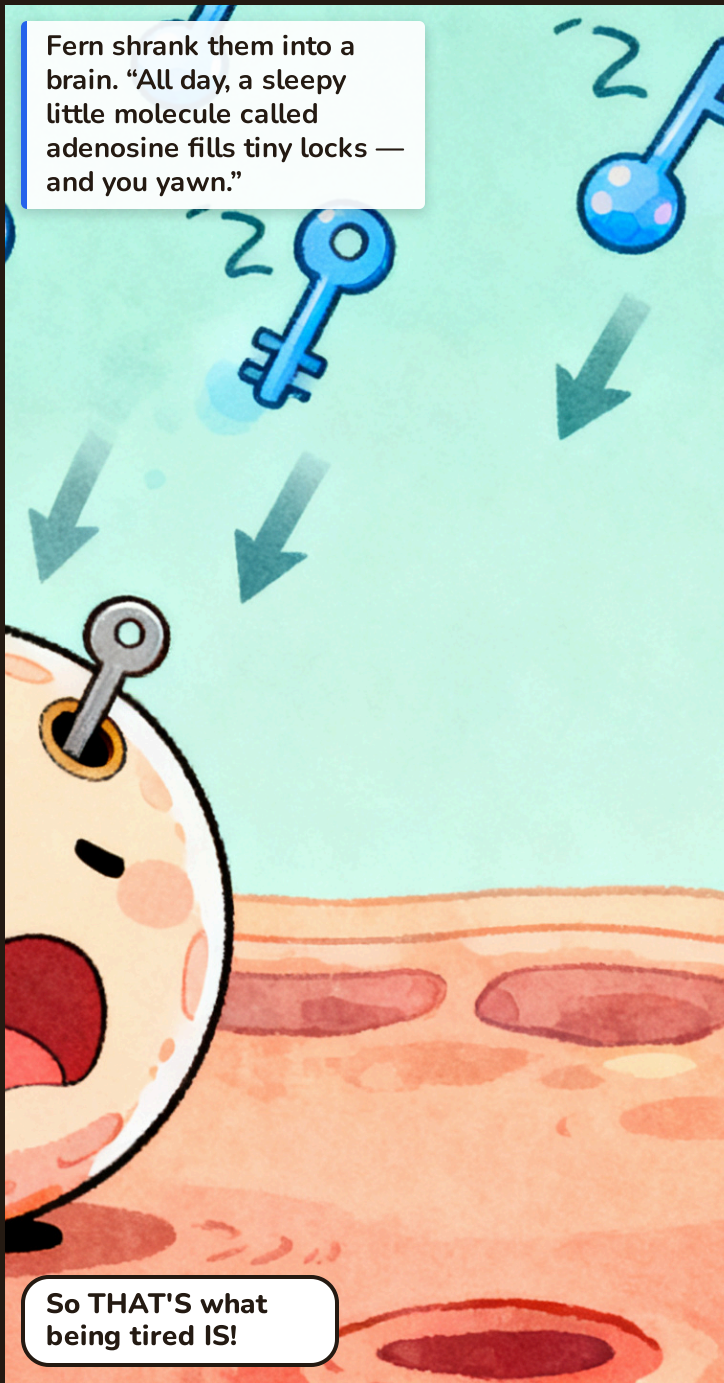


“These shrubs only love warm, high places near the middle of the Earth. We call it the bean belt.”

A green belt around the whole planet!

★ WORTH REMEMBERING

Every coffee is the **seed of a fruit**, grown on a shrub in a warm land. Pick the cherry, free the seeds, and you hold a raw green bean — sleepy, plain, and full of hidden promise. 🌱



Fern shrank them into a brain. "All day, a sleepy little molecule called adenosine fills tiny locks — and you yawn."



"Coffee is full of caffeine — and caffeine is the same shape. It plugs the locks so the sleepy signal can't land."

So THAT'S what being tired IS!

It doesn't ADD awake — it BLOCKS sleepy!

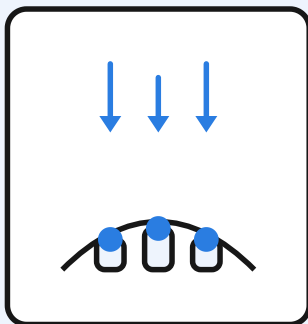
Now you've got it.

★ WORTH REMEMBERING

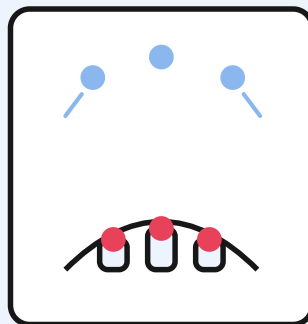
Caffeine doesn't pour energy in. It's a **look-alike** that jams the brain's 'time to rest' locks, so the tired message never arrives. That's the whole trick behind the morning cup. ⚡



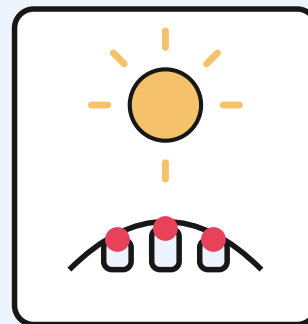
HOW COFFEE WAKES YOU UP



SLEEPY KEYS
adenosine fills up



A LOOK-ALIKE
caffeine plugs them



NO SLEEP SIGNAL
so you stay awake



SIRI'S SECRET NOTEBOOK

- ① Coffee = seeds of a red cherry, grown near the equator. 🌱
- ② Tired = a molecule (adenosine) filling brain locks.
- ③ Caffeine is a look-alike that PLUGS those locks.
- ④ It blocks sleepy — it doesn't add awake! ⚡

FIRE MAKES THE FLAVOR

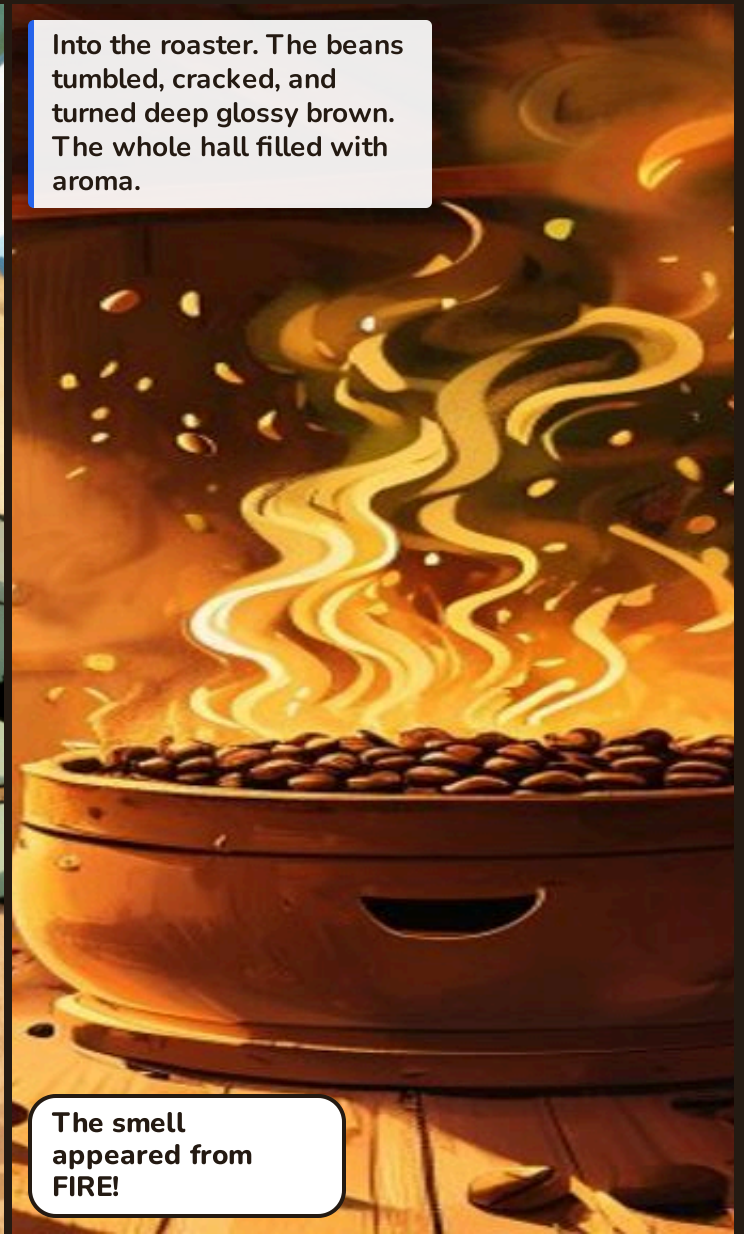
4a From grass-green to golden-brown

Fern held out a raw green bean. “Smell it.” It smelled of... nothing much. Like grass.



Where's the coffee SMELL?!

Into the roaster. The beans tumbled, cracked, and turned deep glossy brown. The whole hall filled with aroma.



The smell appeared from FIRE!

★ WORTH REMEMBERING

Roasting sets off the **Maillard reaction**: heat marries the bean's sugars and proteins and builds hundreds of new smell-and-taste molecules. Raw beans are silent. Fire gives them their voice. 🔥

“Now we grind the beans and pour on hot water. Watch — the flavour and the caffeine leap right out.”



The water is **STEALING** the coffee out of the beans!

★ WORTH REMEMBERING

Hot water is a gentle **thief**: it dissolves the tasty bits and the caffeine and carries them off, leaving the spent grounds behind. That brown swirl in your cup is water full of coffee. ☕

📖 SIRI'S SECRET NOTEBOOK

Raw beans = no smell (like grass). Roasting (the Maillard reaction) = fire builds the flavour. 🔥 Grind + hot water = the water steals the tasty bits and caffeine out. That's brewed coffee. ☕

CATCHING A CLOUD IN A JAR

“Fresh coffee is mostly water,” said Fern. “To fit it in a jar, we boil that water away into a thick, dark syrup.”

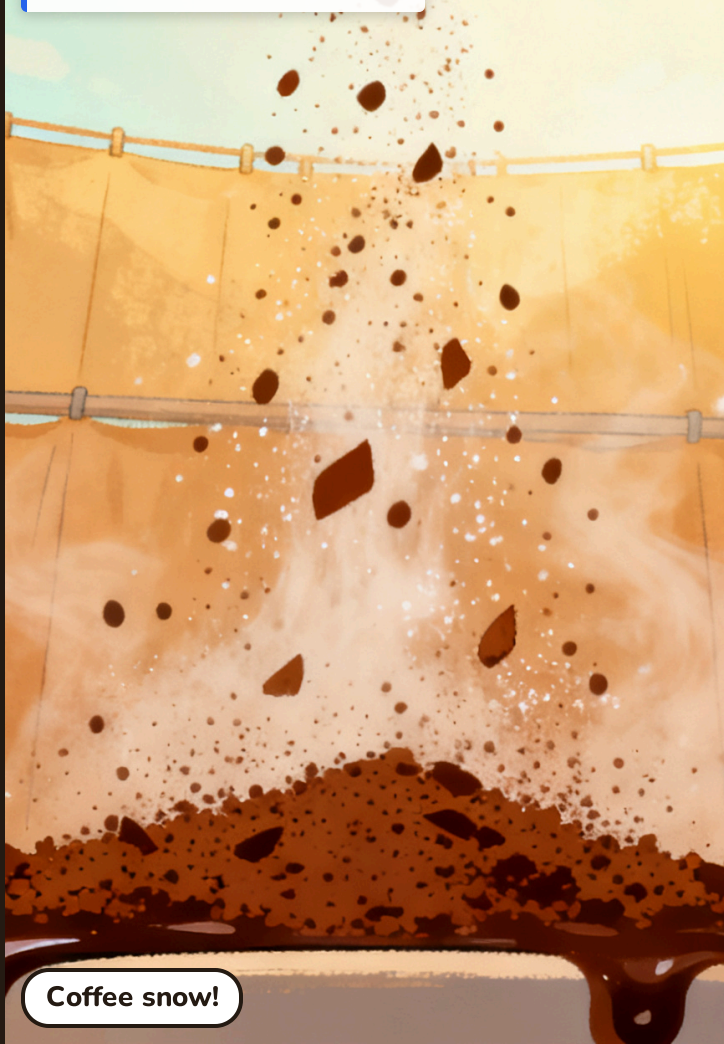


You're shrinking the whole cup down!

★ WORTH REMEMBERING

Here's the big idea of **instant coffee**: brew a huge, strong batch, then take out the water and keep only the coffee. Add hot water later, and the cup wakes back up. 💡

One way: spray the syrup into a warm tower. The droplets dry in mid-air and fall as fine brown powder.



Coffee snow!

The gentler way: FREEZE the syrup, then let the ice vanish straight to vapour, leaving sparkling crystals.



The ice skips being water — poof, straight to air!

★ WORTH REMEMBERING

Coffee's lovely smell is **delicate** and floats away with heat. So the gentlest jars are freeze-dried, and the captured aroma is puffed back in at the end — so your jar still smells like morning. 📌

📖 SIRI'S SECRET NOTEBOOK

Instant coffee = brew it, then REMOVE the water. Spray-dry (hot tower → powder) or freeze-dry (freeze → ice vanishes → crystals). Aroma is shy — catch it and add it back.



WHY THE WORLD SAYS YES



★ WORTH REMEMBERING

So why build all this for a cheap spoonful? Because a tired person wants the **very same good cup**, every morning, anywhere on Earth. Sell that reliability, cheaply, a billion times a day. 🍵

📖 SIRI'S SECRET NOTEBOOK

Every jar the same = a cup you can trust. One spoonful in a billion kitchens each morning. People aren't buying dust — they're buying the same happy start, every day. 🍵

THE LITTLE NEST BY THE LAKE

Across a blue lake, under snowy peaks: a grand old house with a little nest carved above the doors. Siri read the emblem.

"In 1867, a kind pharmacist named Henri Nestlé mixed milk, wheat and sugar into a soft food — to save a baby who couldn't eat."

NESTLÉ! The little nest — the coffee people!

He started with saving BABIES?

★ WORTH REMEMBERING

Henri's name meant 'little nest,' so he drew a mother bird feeding her chicks. His baby food saved lives, and a company grew from that promise of **nourishment and care.** 🐦



"Years later, a Nestlé chemist named Max spent nearly a decade cracking a puzzle: coffee you could keep in a jar."

Almost TEN years for one spoonful!



"In 1938 that jar went on sale — and became one of the most-drunk drinks on Earth."

A baby food company that woke up the world!



THE STORY IN TIME

1866

The Anglo-Swiss Condensed Milk Company is founded in Switzerland.

1867

Henri Nestlé invents his infant food in Vevey — and saves a sick baby.

1905

The two companies merge to become Nestlé.

1938

Nescafé, the first great instant coffee, goes on sale after years of work.

1947

Maggi soups and seasonings join the family.

1988

KitKat and many beloved brands join.

2000s

Coffee pods, waters and pet care grow the nest wider.

Today

People drink over a billion cups of its coffee every single day. ☕

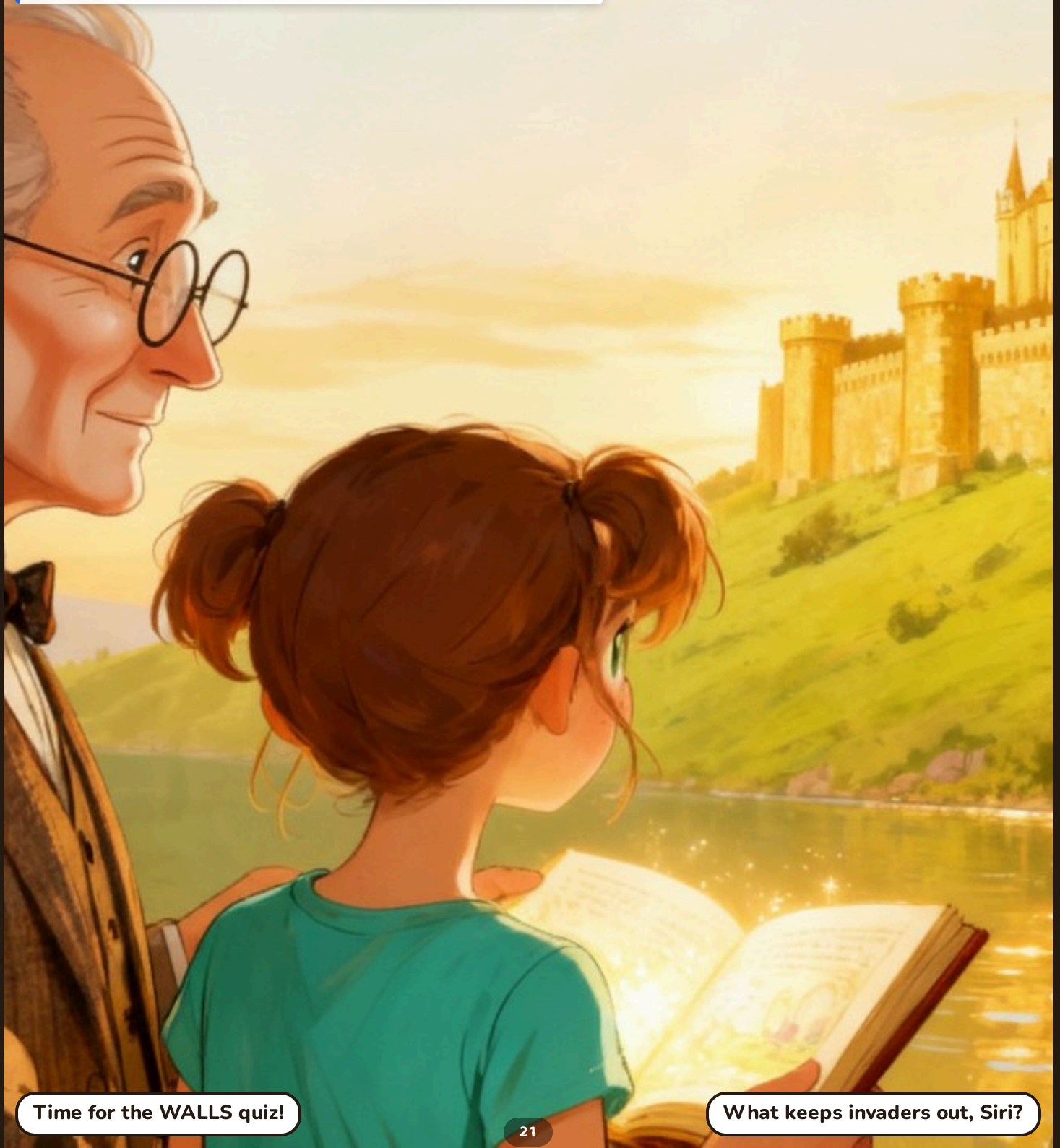


SIRI'S SECRET NOTEBOOK

NESTLÉ = 'little nest.' 1867: Henri Nestlé's baby food saves lives → 1938: Nescafé, instant coffee in a jar (10 years to invent!). 🐦 One idea the whole time: nourish people, and never let them down. ☕

THE CASTLE BEHIND THE CUP

A warm glow. A smell of cherry cola. Warren and Charlie of Omaha, before a shining castle.



Time for the WALLS quiz!

What keeps invaders out, Siri?



THE CASTLE WALLS • WHY RIVALS CAN'T COPY IT



Wall One: A Name You Trust

People reach for the jar they know without a second thought. That reflex, earned over lifetimes, is worth more than any advertisement.



Wall Two: Everywhere at Once

A jar sits on nearly every shop shelf on Earth. Building that vast web of trucks, ships and shops takes a century — a rival can't rent it overnight.



Wall Three: The Same Cup, Always

Making millions of jars taste exactly the same, day after day, is a craft learned over lifetimes. One off batch and the trust wobbles.



Wall Four: A Whole Forest

Coffee, water, chocolate, soups, baby food, pet food — thousands of trusted products, not one. When one tree rests, the forest still stands.



The Cracks in the Glass

Tastes change and people want healthier, fresher things. Cheaper copies crowd the shelf. And a giant with many arms can grow slow and clumsy. Castles need defending — daily.

Charlie tapped his glasses. “Don't ask how to WIN. Ask what would DESTROY it. **Invert, always invert.**”



Find the ways to lose... then don't!

★ WORTH REMEMBERING

Charlie's checklist for ruining them: let quality slip so a jar tastes wrong, ignore what people want next, grow so big you stop caring. Now — just never do those. Worry, turned into a to-do list.

Warren raised his cola. "A cup a billion people reach for before they're even awake. That habit is the real treasure."



So it isn't the dust. It's the TRUST.

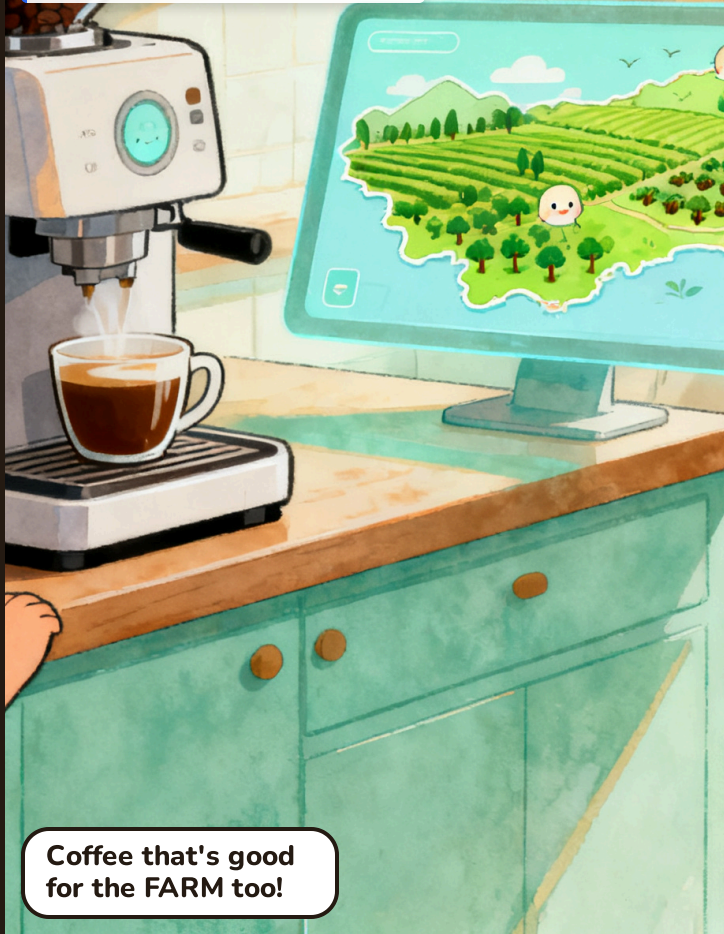


SIRI'S SECRET NOTEBOOK

Walls: a trusted name 🏷️ + everywhere at once 🚚 + the same cup always 🎯 + a whole forest of foods 🌳. Cracks: changing tastes, copycats, growing clumsy. Charlie: INVERT. Warren: buy the habit, not the dust. 🏠

THE NEXT THIRTY YEARS

"What does this become in thirty years?" asked Fern. A kitchen of tomorrow: coffee grown greener, brewed kinder.



Coffee that's good for the FARM too!

On a rooftop at dusk, Siri thought it through the way Grandpa taught her.



Bet on the NEED, not the jar.

★ WORTH REMEMBERING

The deep currents: farms that heal the soil, water saved in every cup, less sugar, kinder growing. Jars and machines will change — the wish for a warm, trusted cup will not. 🌟

📖 SIRI'S SECRET NOTEBOOK

2056 watchlist: greener farms, gentler brewing, less waste, healthier cups. Rule: bet on needs, not jars. (People will still want a good morning cup in every one of those years.)

COMING HOME

Her own bed. Morning. The compass: quiet. The house: somehow different.

Was it real? It FELT real...

One fresh line dried on the diary's glowing page.

"The modern world is not magic. It is millions of ordinary people doing small hard things, together, for a long time."

At breakfast the jar sat by the kettle. Red cherries. Roasting fire. Hot-water thieves. A little nest.

You're a whole hidden world, you little spoonful.

She hugged the diary tight. Somewhere far away, a grand house glowed beside a mountain lake.

Show me the next one, Grandpa. ♡

★ WORTH REMEMBERING

Next unlock, feel it: a seed inside a red cherry — fire that builds a thousand smells — hot water stealing the flavour out — a baby food that grew into a giant. A jar of coffee is no longer just brown dust. **Nothing, from now on, is just anything.**



SIRI'S SECRET NOTEBOOK · WHAT I LEARNED

- ① Coffee is the seed of a fruit.
- ② Caffeine blocks the brain's sleepy locks.
- ③ Roasting fire builds the flavour.
- ④ Hot water steals the coffee out.
- ⑤ Instant = remove the water, keep the cup.
- ⑥ Reliability, sold cheaply, a billion times.
- ⑦ Invert! And buy the habit, not the dust. 🧡



OUR PHILOSOPHY

We believe the greatest gift we can give a child is the ability to think.

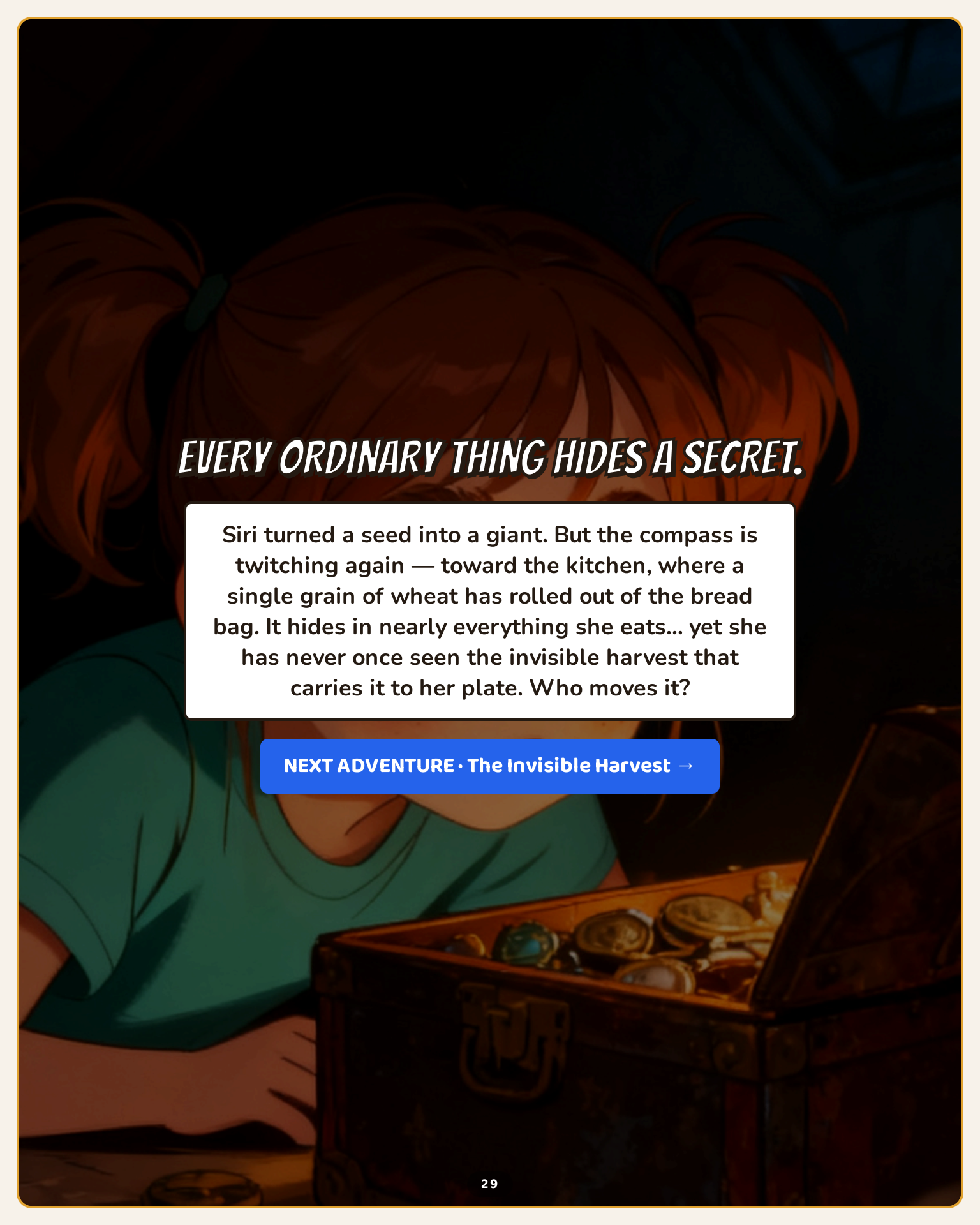
Inspired by the multidisciplinary thinking of [Charlie Munger](#) and the rational, long-term philosophy of [Warren Buffett](#), our comics connect science, technology, business, history, and human behavior to show how the real world works.

Every story begins with a scientific idea and follows its journey into innovation, industry, and the businesses that create value for society. Along the way, children learn that great companies are built on curiosity, experimentation, integrity, and long-term thinking.

Our goal is not to teach children how to invest, but to help them build the mental models needed to understand the world, ask better questions, and think independently.

The companies featured in *The Great Company Adventures* are educational case studies—not investment recommendations. They show how knowledge, innovation, and perseverance turn ideas into products, services, and enduring businesses.

LEARN THE SCIENCE. • UNDERSTAND THE BUSINESS. • THINK FOR LIFE.

A girl with red hair in pigtails, wearing a green shirt, is looking into an open wooden treasure chest filled with gold coins and jewels. The scene is dimly lit, with a warm, orange glow from the chest's contents.

EVERY ORDINARY THING HIDES A SECRET.

Siri turned a seed into a giant. But the compass is twitching again — toward the kitchen, where a single grain of wheat has rolled out of the bread bag. It hides in nearly everything she eats... yet she has never once seen the invisible harvest that carries it to her plate. Who moves it?

NEXT ADVENTURE • The Invisible Harvest →