

March 10, 2010

## Waiting to Inhale Coffee in Particle Form



## VITALS

**Le Whif Coffee**  
available at Dylan's  
Candy Bar  
1011 Third Ave  
(at 60th St)  
New York, NY 10021  
646-735-0078  
[official website](#)

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Baldwin was right: coffee is for closers.

Still, as you juggle the relentless strain of your myriad responsibilities, the act of repeatedly raising a coffee mug to your face to consume an *entire serving* of joe can seem downright ludicrous.

Well, as luck would have it, a brave scientist hailing from the austere halls of Harvard may have just eliminated such a time-consuming ritual.

Introducing the black magic that is *Le Whif Coffee*, a tiny canister of caffeine-juiced micropowder that you inhale like a sleepy asthmatic, launching tomorrow at Dylan's Candy Bar in Midtown.

Before you dismiss this as another gimmick set to prey on your love affair with caffeinated beverages—actually, this is a gimmick. But it's a gimmick that uses particle engineering to create airborne coffee dust packed with 100 mg of caffeine—basically the same amount as a shot of espresso. (It's good to know Harvard is using its labs for the important stuff.)

And while you may have seen a chocolate version of this stuff floating around at some point over the past year, you'll do best to stick to the coffee.

Chocolate is not for closers.

**Note:** [Le Whif Coffee](#), available tomorrow at [Dylan's Candy Bar](#), 646-735-0078