



Anthora™ Cup Fun Facts



- The cup's creator, Leslie Buck, had no formal design training but did a tremendous amount of research on Greek culture prior to settling on the look.
- Leslie's son told *The New York Times* that the name "Anthora" was a variation of the term "Amphora" as filtered through his immigrant father's Eastern European accent.
- The cup has been seen such films as *Wolf of Wall Street* and *Men in Black* and television shows including *NYPD Blue*, *Nurse Jackie*, *Castle*, *Lipstick Jungle*, *Damages*, *Mad Men*, and *Law & Order*.
- Upon his retirement in 1992, Leslie was presented with 10,000 Anthora cups with a testimonial inscription: "It was our pleasure to serve you."
- Its sales topped 500 million cups in 1994. Twelve years later, it was discontinued as a stock item as popular coffee house franchises began replacing diners as the take-out morning stop for coffee lovers.
- The Anthora™ cup lived on in other products though. The Museum of Modern Art started selling ceramic mug versions of the cup. The cup's likeness was licensed for coin purses, cufflinks and watches. And knock-offs of its design (with wording slightly different from its familiar "We Are Happy to Serve You" messaging) continued to sell.
- After a nine-year hiatus, in 2015 Dart Container brought back the Anthora™ cup to the New York City market. The true Anthora™ – called iconic, ubiquitous and symbolic in its heyday – is ready to take its place as the comeback cup!
- It is not available for purchase by the public but restaurants, coffee shops, diners, commissaries, food carts and other establishments can order the Anthora™ cup through Dart's distributors in the region. Contact Dart Container at sales@dart.biz for more information.

Anatomy of an Anthora Cup

The key design (also called a meander) was commonly used by the ancient Greeks in architecture, pottery and sculpture.

The blue-and-white color scheme is from the Greek flag.

The amphora is an ancient Greek vase with a large oval body that was mainly used to store wine and oils.

The friendly and familiar message, "We Are Happy To Serve You," is in a typeface reminiscent of ancient Greek writing.

