

NEW YORK TIMES BESTSELLER

THE
DEFINITIVE
GUIDE

Stuff White People Like

THE
ULTIMATE
TASTE
OF
MILLIONS

CHRISTIAN
LANDER

Book belongs to
Woerner

1

Coffee

There is no doubt that white people love coffee. Yes, it's true that Asians like iced coffee and people of all races enjoy a cup. But it is a certainty that the first person at your school to drink coffee was a white person. It was obvious that they didn't enjoy it, but they did it anyway, until they liked it—like cigarettes.

As white people begin to age, a genuine taste for coffee will emerge. During this time white people will also develop a self-proclaimed "addiction." This leads to them saying things like "You do *not* want to see me before I get my morning coffee." White guys will also call it anything but coffee: "rocket fuel," "java," "joe," "black gold," and so forth. It's pretty much garbage all around.

It's worth noting that where white people buy coffee is almost as important as the drink itself. For the most part, white people love Starbucks, although they will profess to hate how the chain is now a multinational corporation. This hatred is often sublimated by their relief at seeing one in an airport. The best place for white people to drink coffee is at a locally owned coffeeshop that offers many types of drinks, free Wi-Fi, and some sort of message board that is peppered with notices about rooms for rent and bands looking for bass players.

White people are given extra points for buying Fair Trade coffee, because paying the extra \$2 means they are making a difference while their peers are drinking liquid oppression.



2

Religions Their Parents Don't Belong To

White people will often say they are "spiritual" but not religious. This usually means that they will believe in any religion that



doesn't involve Jesus. The most popular choices include Buddhism, Hinduism, Kabbalah, and, to a lesser extent, Scientology. A few even dip into Islam, but that's much rarer, since you have to make real sacrifices and actually go to a mosque.

For the most part, white people prefer religions that produce artifacts and furniture that fit into their home or wardrobe. They are also particularly drawn to religions that do not require a lot of commitment or donations.

When a white person tells you "I'm a Buddhist/Hindu/Kabbalahist," the best thing to do is ask how they arrived at their religious decision. The story will likely involve a trip to Thailand or a college class on religion.

3

Film Festivals

White people can't get enough of film festivals, especially Sundance, Toronto, and Cannes. This love can be due to a number of factors.

Fact #1: 90 percent of white people have taken a film class at some point in their life.

Fact #2: White people like feeling smart without doing work—two hours in a theater is easier than ten hours with a book.

Fact #3: If white people aren't going backpacking, they generally like to travel with a specific purpose.

Fact #4: 75 percent of white people believe they either have the potential to or will become filmmakers/screenwriters/directors at some point.

Fact #5: White people hate stuff that is "mainstream"—so they go to film festivals, where they see movies that every other person in their demographic wants to see. It's a pretty sweet way to rebel.

Fact #6: It is required by white-person law that you publicly declare foreign cinema to be better than Hollywood movies, and on par with indie film.

Fact #7: White people earn credibility by being into films from strange countries: "Oh, you liked *Sideways*? Yeah, I didn't see it, I'm really into Serbian film now. They had a great retrospective at the Vancouver Festival."



4

Assists

When you say the word "assist," the first thing you think about is Steve Nash and Wayne Gretzky. White people love to pass, it's no secret.

In basketball, passing is kind of a must, so that white guys can

carve out a niche and guarantee acceptance on a team. Trying to be a white guy who dunks is like trying to be a white rapper—yeah, there are a few, but you have to work twice as hard for half the results.

One explanation is that white people still feel guilty over slav-

ery, colonialism, and the crusades, so passing is a way to make up for it. But more important, it makes them feel good to help others.

When you are a captain at a pick-up basketball game and you want to take a lot of shots, it's a good idea to pick a white guy.



5

Farmer's Markets

White people are drawn to farmer's markets like moths to a flame. In fact, white people have such strong instincts that if you release a white person into a random Saturday morning they will return to you with a reusable bag full of fruits and vegetables.

White people like farmer's markets for a number of reasons. The first is their undying need to support local economies and small businesses; the idea of buying direct from the farmer helps them assuage the fears instilled in them by reading *Fast Food Nation* (and

yes, every white person has read this book).

Some of the other reasons include: it's outside (white people love being outdoors), they can bring their dogs and children in expensive strollers, and they get to see other white people. If they are single, it's a good place to meet other single white people who share their passion for sustainability.

If you are looking for an activity you can share with your white friends, nothing will progress the relationship faster than a trip to a farmer's market.



6

Organic Food

Because of the balance of global

wealth and power, there is a general assumption that white people are pretty shrewd. And for the most part, history has proven this to be true. But white people have one great weakness: organic food.

Just as with farmer's markets, white people believe that organic food is grown by farmers who wear overalls, drive tractors, and don't use pesticides. In spite of the fact that most organic food is made by major agribusiness, which just uses it as an excuse to jack up prices,



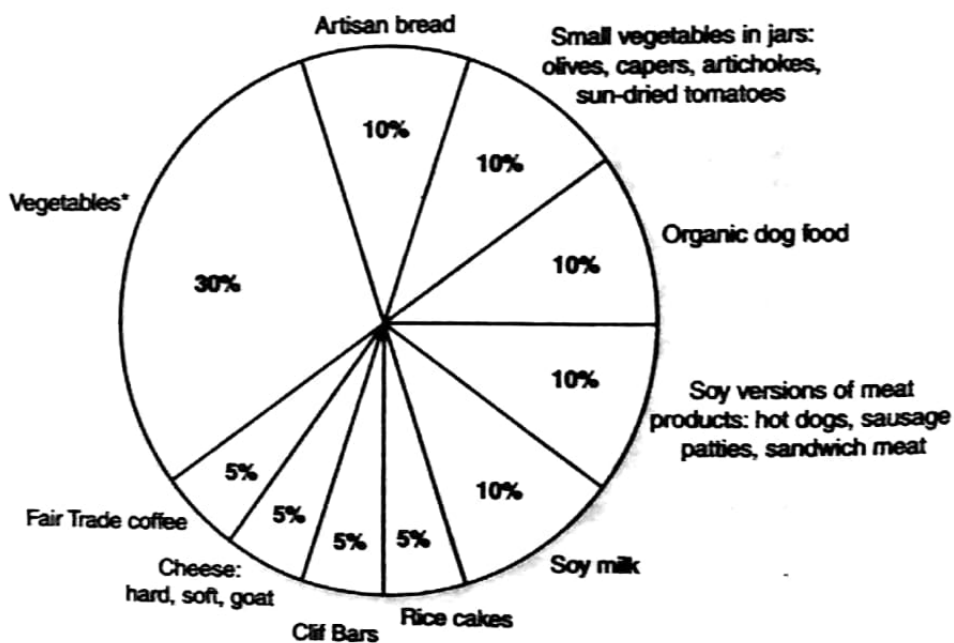
white people will always lose their mind for organic anything. Never mind the fact that if the entire world were to switch to 100 percent organic food tomorrow there would be mass starvation and famine.

White people don't care about this. As long as they aren't eating pesticides, they are pretty sure they can live forever. It's almost guaranteed that if some Colombian drug lord can start offering "organic" cocaine, he'll be the richest guy ever.

What's in That Canvas Grocery Bag?



You have probably seen white people leaving the grocery store with canvas bags. If you've ever wondered what was in those bags, here is a breakdown:



* Vegetables purchased at Whole Foods or an organic food co-op are considered a poor substitute for those purchased at a farmer's market. In lieu of a farmer's market, it is also acceptable to get your vegetables from an organic food delivery service.

7

Diversity

White people love ethnic diversity, but only as it relates to restaurants.

Many white people from cities like Los Angeles, San Francisco, and New York will spend hours talking about how great it is that they can get sushi and tacos on the same street. But they will also send their kids to private school with other rich white kids so that they can avoid the "low test scores" that come with educational diversity. It's important to note that white people do not like to be called out on this fact. It will make them feel even more guilty than they already do.

If you run an ethnic restaurant you can be guaranteed repeat business and huge tips if you act like your white customers are adventurous and cultured for eating food that isn't sandwiches or pasta. In fact, even if you do not own a restaurant, it's a good idea to congratulate white people for being adventurous eaters. It will make their year.



8

Barack Obama

White people like Barack Obama because they are afraid that if they don't they will be considered racist.



9

Making You Feel Bad for Not Going Outside

As mentioned earlier, white people love to be outside. But not everyone knows that another thing they like to do is make people



feel bad for wanting to watch sports on TV or play video games. While it would be easy to get angry at white people for this, remember it is hardwired in their heads that the greatest thing people can do in their free time is hike/walk/bike outdoors.

Usually, they will see that you are preparing to enjoy your life

and they will say, "Hey, let's go for a hike in the park," and most people will say, "Hey, thanks, but I've been working all week and I'm really excited about watching this game," and then they will respond, "Don't be a lump on the couch, you're wasting your life away," etc. If you ignore them, they will eventually go away.

And, much like most things with white people, they win both ways. If you decide to go with them, they feel good about getting someone off the couch and "into the fresh air," and if you don't go, they can spend their entire time outdoors saying, "Boy, this is great, X doesn't know what he/she is missing!" and running on a mix of self-satisfaction, Odwalla juice, and muesli.

10

Wes Anderson Movies

White people love Wes Anderson movies more than they love their kids. If a white guy takes a white girl to a Wes Anderson movie on their first date, and neither of them have seen it, they will immediately commence a relationship that is reflected in songs by Ryan Adams and Bright Eyes.

Wes Anderson movies have this way of being sort of funny and a little clever, so white people in the audience will laugh like crazy. Also, if they don't get the joke and other white people start laughing, they'll all join in. It's pretty much the case that if one dude with glasses laughs, the entire theater will be in stitches within 15 seconds.



How White Are You?

Check off everything that you like. When you're finished, count everything up and determine your whiteness percentage.

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- 30 Wrigley Field
- 31 Snowboarding
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- 33 Marijuana
- 34 Architecture
- 35 *The Daily Show with Jon Stewart/The Colbert Report*
- 36 Brunch
- 37 Renovations
- 38 *Arrested Development*
- 39 Netflix
- 40 Apple Products
- 41 Indie Music
- 42 Sushi

- 43 Plays
- 44 Public Radio
- 45 Asian Fusion Food
- 46 The Sunday *New York Times*
- 47 Liberal Arts Degrees
- 48 Whole Foods and Grocery Co-ops
- 49 Vintage
- 50 Irony
- 51 Living by the Water
- 52 Sarah Silverman
- 53 Dogs
- 54 Kitchen Gadgets
- 55 Apologies
- 56 Lawyers
- 57 Documentaries
- 58 Japan
- 59 Natural Medicine
- 60 Toyota Prius
- 61 Bicycles
- 62 Knowing What's Best for Poor People
- 63 Expensive Sandwiches
- 64 Recycling
- 65 Coed Sports
- 66 Divorce
- 67 Standing Still at Concerts

- 68 Michel Gondry
- 69 Mos Def
- 70 Difficult Breakups
- 71 Being the Only White Person Around
- 72 Study Abroad
- 73 Gentrification
- 74 Oscar Parties
- 75 Threatening to Move to Canada
- 76 Bottles of Water
- 77 Musical Comedy
- 78 Multilingual Children
- 79 Modern Furniture
- 80 The Idea of Soccer
- 81 Graduate School
- 82 Hating Corporations
- 83 Bad Memories of High School
- 84 T-shirts
- 85 *The Wire*
- 86 Shorts
- 87 Outdoor Performance Clothes
- 88 Having Gay Friends
- 89 St. Patrick's Day
- 90 Dinner Parties
- 91 San Francisco
- 92 Music Piracy

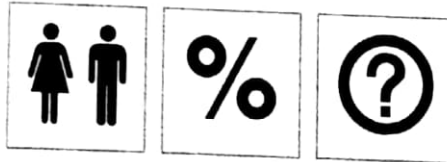
- 93 Rugby
- 94 New Balance Shoes
- 95 Beards
- 96 Having Children in Their Late Thirties
- 97 Red Hair
- 98 Noam Chomsky
- 99 Non-Motorized Boating
- 100 The Boston Red Sox
- 101 Scarves
- 102 Cleanses
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- 104 Integrity
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- 107 Natural Childbirth
- 108 High School English Teachers
- 109 Native Wisdom
- 110 Trying Too Hard
- 111 Portland, Oregon
- 112 Free Health Care
- 113 Che Guevera
- 114 *The New Yorker*
- 115 Non-American News Sources
- 116 Subtitles
- 117 Premium Juice

- 118 The ACLU
- 119 Plaid
- 120 Platonic Friendships
- 121 Reusable Shopping Bags
- 122 Acoustic Covers
- 123 Dave Chappelle
- 124 Tibet
- 125 Nintendo Wii
- 126 Conspiracies
- 127 *The Simpsons*
- 128 Avoiding Confrontation
- 129 DJs
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- 131 Following Their Dreams
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- 135 Expensive Strollers
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- 138 Books
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- 142 Hardwood Floors

- 143 Bakeries
- 144 Modern Art Museums
- 145 Cheese
- 146 Therapy
- 147 Public Transportation That Is Not a Bus
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- 149 Self-Importance
- 150 Rock Climbing

_____ ÷ 150 = _____ %
TOTAL

Guide



- 15 = 10% white
- 30 = 20% white
- 45 = 30% white
- 60 = 40% white
- 75 = 50% white
- 90 = 60% white
- 105 = 70% white
- 120 = 80% white
- 135 = 90% white
- 150 = 100% white