In which paragraph does the author

4.1.	mention how health-oriented changes in the ingredients of Pumpkin Spice Latte affected its popularity among customers?	
4.2.	refer to a name for the new beverage which was eventually rejected?	
4.3.	point to the inspiration behind choosing pumpkin pie as the flavor for the new coffee?	
4.4.	imply that customers' initial reaction to Pumpkin Spice Latte was positive?	
4.5.	explain why it was necessary to create a new coffee flavor?	

THE DELICIOUS STORY OF PUMPKIN SPICE LATTE

A. Nowadays it is hard to imagine the arrival of autumn without the cozy comfort of Pumpkin Spice Latte. Here is how the flavor originated. Early in 2003, a team of researchers gathered in a lab to come up with a coffee flavor which could win people's hearts. Earlier, they had successfully introduced the recipes for many different favorites, such as Eggnog Latte and Peppermint Mocha, and were desperately looking for an idea for a beverage* which could replace summer favorites when their sales and popularity started to drop.

B. The researchers began with a huge brainstorm list which was narrowed down to 20 flavors they thought could go well with coffee. When they asked potential customers in a survey what flavors they were likely to purchase, it was chocolate and caramel beverages that were chosen most often. However, pumpkin, also on the list, scored high on "uniqueness", which was promising. Then, on a bright spring morning, autumn decorations and pumpkin pies were brought to the lab to create the proper mood for exploring the new espresso-based options. When the researchers sampled a forkful of pumpkin pie followed by a sip of hot espresso, they realized that they were on to something.

C. They tasted different versions of the beverage for the next three months until they finally settled on a recipe that used espresso and steamed milk with pumpkin spice sauce, containing cinnamon, cloves and nutmeg, rounded off with whipped cream and a dash of pumpkin pie topping. Originally, the flavor was to be called The Fall Harvest Latte but since spices played such an important role, the team ultimately settled for Pumpkin Spice Latte. In autumn 2003, the beverage was trialed in 100 coffee shops. When the research team phoned the coffee shops to see how the new beverage was doing, the excitement in the store managers' voices was evident.

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