



Starbucks History and Positioning

A Coffee Culture





Our Heritage



Every day, we go to work hoping to do two things: share great coffee with our friends and help make the world a little better. It was true when the first Starbucks opened in 1971, and it's just as true today.

Back then, the company was a single store in Seattle's historic Pike Place Market. From just a narrow storefront, Starbucks offered some of the world's finest fresh-roasted whole bean coffees. The name, inspired by Moby Dick, evoked the romance of the high seas and the seafaring tradition of the early coffee traders.

Howard Schultz (Starbucks chairman, president and chief executive officer) first walked into a Starbucks store in 1981. From his first cup of Sumatra, Howard was drawn into Starbucks and joined a year later.

In 1983, Howard traveled to Italy and became captivated with Italian coffee bars and the romance of the coffee experience. He had a vision to bring the Italian coffeehouse tradition back to the United States. It would be a place for conversation and a sense of community—a third place between work and home. He left Starbucks for a short period of time to start his own Il Giornale coffeehouses and returned in August 1987 to purchase Starbucks with the help of local investors.

From the beginning, Starbucks set out to be a different kind of company—one that not only celebrated coffee and the rich tradition, but that also brought a feeling of connection. The Starbucks mission is to inspire and nurture the human spirit—one person, one cup, and one neighborhood at a time.

Today, with more than 18,000 stores in 62 countries, Starbucks is the world's premier roaster and retailer of specialty coffee. And with every cup, we strive to bring both our heritage and an exceptional experience to life.



The Company

Starbucks purchases and roasts high-quality whole bean coffees. That's the essence of what we do—but it hardly tells the whole story. Our coffeehouses have become a beacon for coffee lovers everywhere. Why do they insist on Starbucks? Because they know they can count on genuine service, an inviting atmosphere and a superb cup of expertly roasted and richly brewed coffee every time.

Expect More Than Coffee

We're not just passionate purveyors of coffee, but everything else that goes with a full and rewarding coffeehouse experience. We also offer a selection of premium Tazo® teas, fine pastries and other delectable treats. And the music you hear in store is chosen for its artistry and appeal.

It's not unusual to see people coming to Starbucks to chat, meet up or even work. We're a neighborhood gathering place, a part of the daily routine—and we couldn't be happier about it. Get to know us and you'll see that we are so much more than what we brew.

To learn more about Starbucks, explore the company profile at [starbucks.com/about-us](https://www.starbucks.com/about-us).

Starbucks: A Company of Brands

60+ countries
18,000+ stores



Starbucks Company Timeline

1971: Starbucks opens first store in Seattle's Pike Place Market.

To see the most up to date timeline visit [starbucks.com/about-us](https://www.starbucks.com/about-us).



Test Your Knowledge

What year did Starbucks open their first store?

How many countries does Starbucks currently have stores in?

Name three of the seven brands that are part of Starbucks.



Brewed Coffee

Our Roast is a Philosophy





Coffee Knowledge

Tools for this module:

- Drip Coffee Product Card
- Iced Coffee Product Card
- Equipment Product Cards (based on type of equipment training needed)

What you'll learn in this section:

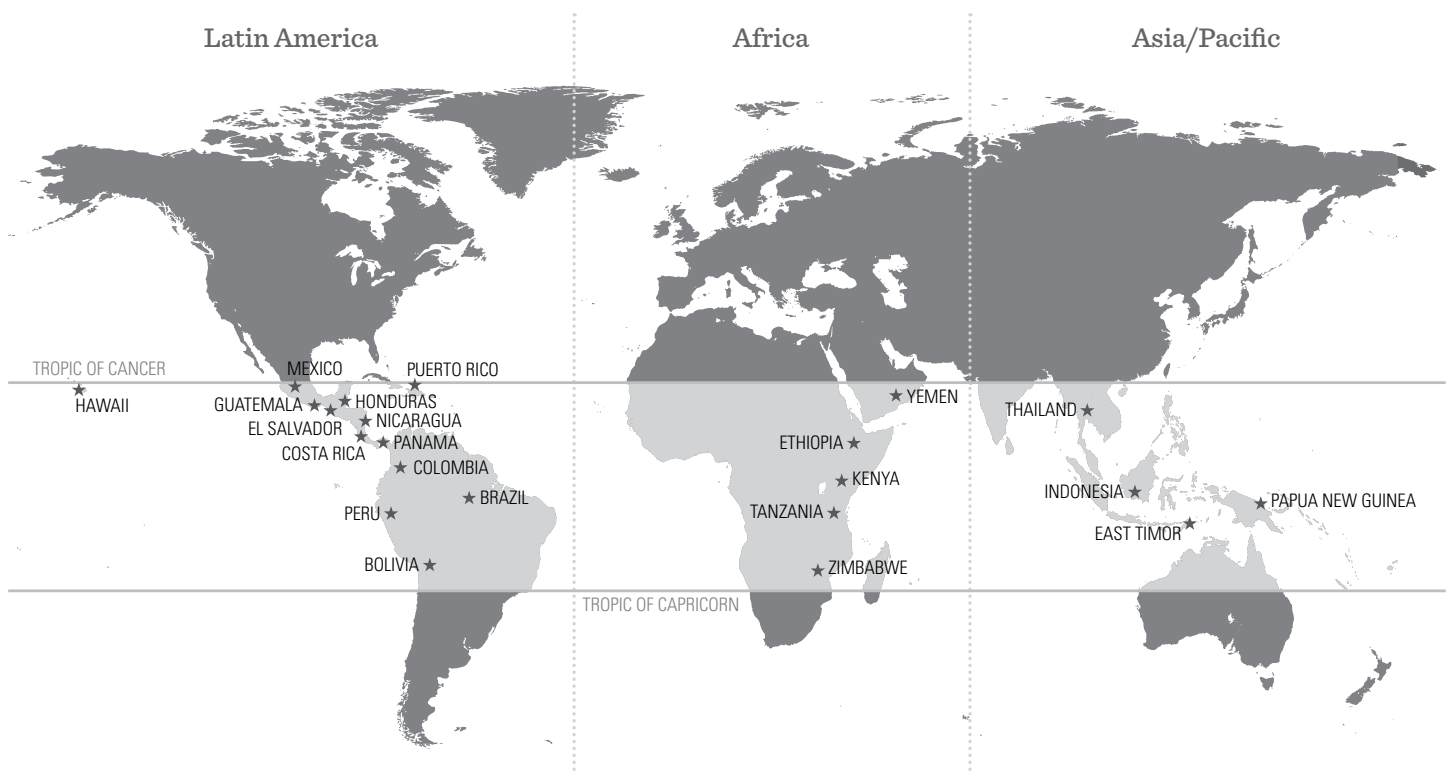
- Coffee-Growing Regions
- Growing, Harvesting and Processing Coffee
- Roasting Coffee
- Coffee Buying
- Brewing and Tasting Coffee
- Iced Coffee
- Brewing Equipment



Coffee-Growing Regions

There are three primary coffee-growing regions, each distinct in its landscape, its climate and the flavor profile it gives to the coffees grown and processed there. Starbucks coffee buyers travel across the global coffee belt to buy the very best green coffee each region has to offer. They carefully select coffees with flavor characteristics that define these regions.

Starbucks Buying and Green Coffee Quality teams work together with suppliers who understand what flavor profiles Starbucks requires from each region. This allows suppliers to provide a variety of coffees from a specific country to meet Starbucks' needs.



Latin America

- Refers to coffee-growing regions of Mexico and countries in Central and South America
- Crisp acidity with flavors of nuts, cocoa and soft spice
- Pike Place® Roast is a Latin America blend

Asia/Pacific

- This vast region has a wide range of climates, topographies and coffee qualities
- Full-bodied and syrupy smooth with herbal, earthy flavors
- Provides body and complexity for many Starbucks signature blends like Caffè Verona®

Africa

- Home of some of the most exotic coffee flavors
- Lush and juicy, with flavors of floral and citrus from berry and spice
- Kenya is an African coffee

Multi-Region Blends

- Starbucks blends rely on buying the world's best coffees and combining them to achieve an interesting mix of flavors and aromas
- Espresso Roast is a multi-region blend



Growing, Harvesting and Processing Coffee



Growing Coffee

- The average coffee tree produces enough cherries each season to yield roughly 1 pound of roasted coffee.
- Roughly 5 pounds of coffee cherries are required to produce 1 pound of green coffee.



There are two commercially significant coffee species: *Coffea arabica* and *Coffea robusta*. Starbucks® purchases only the finest, high-altitude *arabica* coffees available. These high-quality *arabica* coffees flourish at altitudes of 3,000 feet and above. The flavor of these beans develops fully through the Starbucks roast.

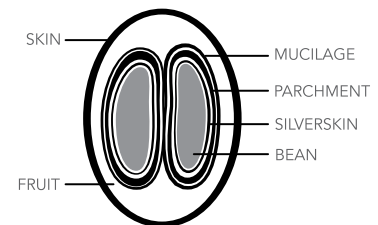


Harvesting Coffee

During the harvest season, coffee trees become full with bright red coffee cherries. Ripe cherries are slightly larger than a blueberry. The green (or unroasted) coffee bean is the pit, or seed, of the coffee cherry.

There are five layers that surround the coffee bean.

- The outermost layer, the **skin** of the coffee cherry, is thick with a slightly bitter flavor.
- The next layer, the **fruit**, is sweet. The texture of this layer is similar to that of a grape.
- The next layer is the **mucilage**. This thin, slippery, honey-like layer covers the **parchment** layer.
- The **parchment** serves as a protective layer for the coffee bean.
- Removing the **parchment** reveals two bluish-green coffee beans that are coated with a very thin layer called the **silverskin**.



While most coffee cherries contain two beans, 5 to 10 percent of all cherries contain only one bean. This is called a peaberry—a round-shaped bean that forms when one of the two flat-sided beans in the coffee cherry fails to grow. The remaining small bean assumes a rounded pea shape.

Processing

Processing is the term used to describe how the beans (seeds) are removed from the coffee cherry. Processing plays a part in overall flavor, acidity and body.

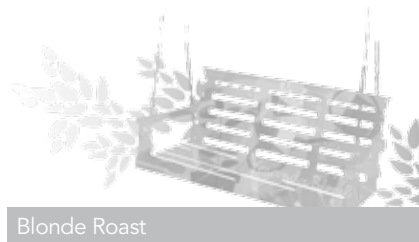
1. **Washed Process:** Pulp is mechanically removed, leaving a sticky layer called mucilage on the bean. Beans are washed and then held in a concrete fermentation tank for 18–36 hours to develop flavor, acidity and body. One final washing, and the beans are dried, parchment is removed and the green beans are sorted and graded.
2. **Semi-Washed Process:** Coffee pulp is removed using small hand-pulping machines, and then the coffee is washed and laid out to dry in the sun. After partial drying, parchment is removed and the coffee is laid out again for final drying, followed by sorting and grading.
3. **Natural Process:** Coffee cherries are allowed to dry completely on the bean, letting the bean develop flavors before the skin and parchment are removed, followed by sorting and grading.



Roasting Coffee

The Starbucks roast is not a time, temperature or color—it’s a philosophy. We organize our coffees in three roast profiles: Starbucks® Blonde, Medium and Dark roast. Research tells us that customers use roast to indicate flavor, so these profiles help them quickly find coffees. Our core blends for We Proudly Serve programs are Veranda Blend®, Pike Place® Roast and Caffè Verona®.

- Blonde-roasted coffees have a shorter roast time, lighter body and mellow flavors.
- Medium-roasted coffees are balanced with smooth and rich flavors.
- Dark-roasted coffees feature a fuller body and robust, bold flavors.



FlavorLock™ Packaging

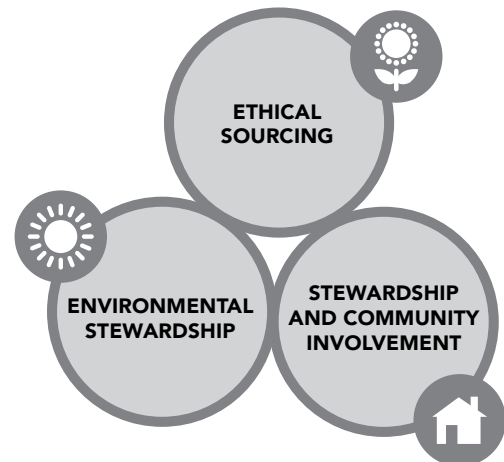
FlavorLock™ Packaging helps ensure the freshness of Starbucks® coffee. The one-way valve in this packaging allows coffee to “de-gas” while limiting the coffee’s exposure to oxygen, light and moisture.

Coffee Buying

We’ve always believed that businesses can and should make a positive impact on the communities they serve. So we set goals in the areas of our business where we can have the greatest impact.

Starbucks’ ethical sourcing commitment to offering the highest quality ethically purchased and responsibly produced coffee, tea, cocoa and manufactured goods, helps to create a better future for farmers and suppliers.

Visit www.starbucks.com/responsibility to learn more.



Test Your Knowledge

The coffee beans for Starbucks Pike Place® Roast come from what coffee-growing region?

Name two of the five layers of a coffee bean.

What are the three Starbucks® Roast profiles?



Brewing and Tasting Coffee

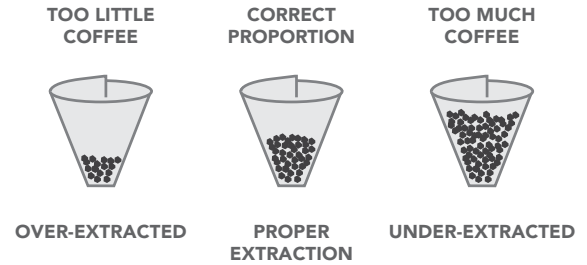
How you grind, brew and store coffee is as important as the coffee you choose.

Four Fundamentals of Brewing

Proportion

Proportion is the ratio of coffee to water. Proportion allows the proper extraction of the coffee's full flavors—creating a rich, aromatic cup. Using too little coffee makes a bitter cup. Using too much coffee creates an under-extracted cup that has off flavors.

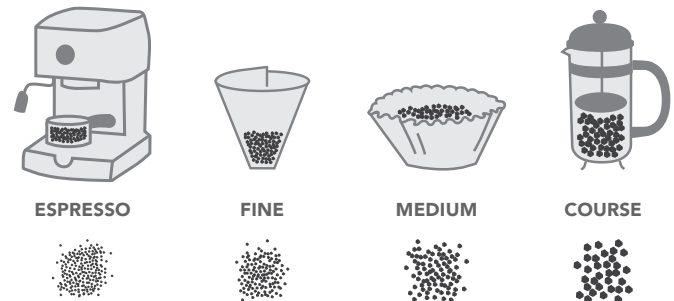
Always follow proper measurement for specific equipment being used.



Grind

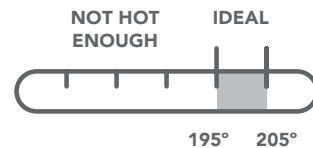
The grind determines how long the coffee/water are in contact and how much flavor is extracted from the coffee. A proper grind should be determined by the brew method and ensures that only the coffee's best flavors end up in the cup.

Proper grind for your brewing method delivers only the coffee's best flavors.



Water

Coffee is 98% water, and good-tasting water is essential to a good cup. Full extraction of the coffee's flavor happens between 195° and 205°F. Always brew using a water filter.



Freshness

Think of coffee as fresh produce and protect it from oxygen, light, heat and moisture. Never store coffee in a refrigerator or freezer for daily use as moisture condenses on the coffee and can damage it. Coffee should not be re-heated.



Portion pack coffee should be used immediately after opening.



Brewing and Tasting Coffee

Brewing Fundamentals

1. Make sure server is clean prior to brewing.
2. Pre-heat server prior to brewing.
3. Place filter in brew basket.
4. Pour the entire portion pack into the brew basket; shake to level.
5. Slide the brew basket into the rails until it stops.
6. The green ready light must be on to start the brew cycle.
7. Make sure the pre-heated empty server is under the brew basket.
8. Then, push the start switch.
9. Do not remove the server until the coffee has stopped dripping.
10. Close the lid on the server in order to retain heat.
11. Brewed coffee hold-time standards are:
 - **2 hours** – airpot/shuttles and thermal servers
 - **1 hour** – heated server
 - **20 minutes** – glass pot and coffee press

Enemies of Coffee Flavor

- **Air:** Coffee should not be exposed to air before you are ready to brew.
- **Light:** Prolonged exposure to light can alter the taste of the coffee.
- **Heat:** Prolonged exposure to heat can dry out the coffee.
- **Moisture:** Moisture before brewing will alter the taste of the coffee.
- **Strong Aromas:** Exposure to strong aromas will alter the taste.

Coffee Freshness

“BEST BEFORE” date is normally located on the back seam of most 2.5, 5, 9 and 16 oz. portion pack coffee. This date indicates the expiration date of the coffee and should not be brewed past this date.

An example of “BEST BEFORE” date:

PIKE PLACE - Coffee blend name

CRP079045D0547 05/11/13 – Lot Code & BEST BEFORE date

Notes & Questions:



Activity



Activity #1: Tasting Coffee

Understanding coffee is key in creating enthusiastically satisfied customers. Follow the steps listed above and prepare selected coffee for tasting. When exploring the Starbucks® Roast Spectrum, Blonde, Medium and Dark roasts are the best way to experience the range of Starbucks® coffees.

Coffee Tasting Characteristics

Whenever you taste coffees, compare and contrast them by identifying the four tasting characteristics for each: aroma, acidity, body and flavor.

- **Aroma:** The way coffee smells—could be earthy, spicy, floral, nutty or other. These aromas are directly related to the coffee's flavor.
- **Acidity:** This is a tangy quality or tartness, not the pH level of the coffee. You can feel acidity on the sides and tip of your tongue, similar to when you taste citrus fruit and drinks. Coffees with high acidity are normally described as bright, tangy and crisp. Coffees with low acidity feel smooth and linger on your tongue.
- **Body:** The weight of the coffee on your tongue. Does it feel light or full in your mouth? It's like comparing whole milk to non-fat milk.
- **Flavor:** The way coffee tastes. This characteristic is registered in different parts of the mouth. Citrus, cocoa and berries are just a few flavors you might sense.

Tasting Coffee

Now that you're familiar with the tasting characteristics, you're ready to explore coffees using the four coffee tasting steps. Follow each of these steps every time you taste to appreciate the characteristics of the coffee.

- **Smell:** Always smell the coffee before you taste it. Your nose can detect thousands of smells. Cup your hand over the cup, hold the cup close to your nose and inhale.
- **Slurp:** When tasting coffee it's important to slurp it. Slurping sprays coffee across your entire palate and lets subtle flavors and aromas reach your nose.
- **Locate:** Think about where you are experiencing flavors on your tongue. Is it on the tip and sides? What's the mouthfeel and weight of the coffee on your tongue?
- **Describe:** Now that you've smelled and tasted the coffee, think about how you would describe the experience. Describe the aroma, acidity, body and flavor.



Notes and Questions



Test Your Knowledge

Name the four fundamentals of coffee.

Name two of the four coffee tasting characteristics.

Name brewed coffee hold time standards for Starbucks® coffee.

Notes & Questions:



Preparing Iced Coffee

Use the We Proudly Serve Iced Coffee Product Card as a reference as you go through preparing iced coffee training. Iced coffee is a growing and popular trend amongst coffee drinkers across all regions. Offering iced coffee in your operation is very simple and meets your customers' needs.

Starbucks® Iced Coffee Blend is the recommended coffee that should be used when preparing iced coffee. Iced Decaf Americano should be used for customers wanting a decaffeinated option.

Starbucks Iced Coffee standard is brewing double-strength coffee prepared following set process. Pouring hot brewed coffee over ice is not an approved method.

Quality Iced Coffee Tips

- We do not recommend brewing directly into an airpot or other insulated dispenser. Coffee will not cool to proper temperature.
- Allow at least 10 minutes for ice to fully melt into hot concentrate before serving.
- Serve over ice at room temperature or from cooler (refrigerated) to avoid further dilution.
- Shelf life of brewed iced coffee:
 - **4 hours at room temperature**
 - **8 hours refrigerated**

Follow brewing tips as outlined in the Iced Coffee Product Card and prepare accordingly based on type of equipment in your operation.

Serving Iced Coffee

The standard recipe for serving iced coffee includes the beverage sweetened with Fontana® Classic syrup and milk. Recipes vary based on size and optional syrups can be substituted with flavors like vanilla, hazelnut or caramel.

For additional iced coffee recipe options visit starbucksfs.com.





Brewing Equipment Standards

Refer to specific brewer equipment card based on type of equipment being used in your operation for additional cleaning and trouble-shooting information.

Brewer and Server Cleaning: Daily

- Rinse brew basket and airpot/shuttles with hot water after each brew cycle.
- Wipe around spray head of brewer daily. Do not use soap or abrasives.
- Wipe exterior of brewer daily. Do not use abrasives.

Brewer and Server Cleaning: Weekly

1. Use Urnex® cleaner or similar cleaner once a week in all airpots, shuttles and brew baskets.
2. Pour ½ contents of packet into airpot or full packet for shuttles.
3. Add hot water and soak for 15 minutes.
4. Drain and rinse thoroughly.
5. Unscrew sight glass cap to insert sight glass brush.
6. Insert sight glass brush and move up and down several times to clean.



Tip: Set a timer or write (with an erasable marker) the time the coffee was brewed on the back of the server so you know when to discard the brewed coffee.

Brewed Coffee Hold-Time Standard

- **2 hours – airpot and thermal servers**
- **1 hour – heated server**
- **20 minutes – glass pot and coffee press**

Notes & Questions:



Brewing Equipment Standards

Starbucks Water Filter Program

Water touches nearly every facet of your business including carbonated drinks, water, ice, and coffee. At Starbucks, we are constantly evaluating our processes for viability and what's best for our customers in providing a quality Starbucks beverage. With coffee being comprised of 98% water, the quality of the water can directly affect the taste of the coffee you serve your customer.

Enemies of your water:

- Sediment (dirt) clogs filters, adds poor taste and odor, and accelerates lime scale buildup in kitchen equipment.
- Chlorine can cause flat carbonated drinks, poor-tasting coffee and bad-tasting water and ice. It also corrodes equipment and attacks organic ingredients in food and beverages, which reduces flavor.
- Hardness, typically measured in "Grains Per Gallon" (GPG) lime scale, is generally caused by calcium carbonate buildup in kitchen equipment. This reduces the ability to heat by insulating the elements, clogging valves and thereby increasing service calls and reducing kitchen equipment life.

How often should your water filter be changed?

Filter life is determined based on two factors:

- The volume of water passed through the filter
- The condition and content of the water

Work with your Starbucks representative to determine how often your water filter should be changed and the process for servicing and ordering replacement filters.



Test Your Knowledge

What is the hold time for brewed coffee?

Name two enemies of water.

What cleaner do you use for weekly brewer and server cleaning?



Espresso Beverages

Bringing out the Beauty of *arabica*





Espresso Bar Basics

What you'll need for this module:

- Espresso Beverage Standards Product Card
- Beverage Manual to share with team members
- Verismo 701 Equipment Card

What you'll learn in this module:

- Espresso overview
- Beverage Standards
- Preparing espresso beverages:
 - Steaming milk
 - Cup marking
 - Beverage calling
- Espresso equipment overview



Espresso Overview

What is Espresso?

- **A Beverage:** Espresso can be served on its own or in a beverage such as a Caffe Latte or Caffé Mocha.
- **A Roast:** Starbucks® Espresso Roast is roasted dark to develop a flavor that is perfect for brewed espresso that brings out the inherent characteristics of the *arabica* coffee beans.
- **A Grind:** Espresso grind is finer than drip coffee in order to create the right extraction.

The Perfect Espresso Shot

- **Crema:** Foamy, light brown topping with a sweet flavor
- **Body:** The middle layer, slightly darker in color
- **Heart:** Dark brown base of the shot
- **Taste:** Sweet and intense with a caramelly, somewhat nutty aftertaste. It also has a noticeable coffee acidity.

Pulling a shot of espresso is the act of forcing hot water under pressure through finely ground coffee—producing a concentrated, aromatic and highly flavorful extract.



Quality Standards

- **Freshness:** Don't grind more espresso than you can use in 30 minutes. A brewed shot of espresso is only "fresh" for 10 seconds and should be incorporated into milk or other ingredients immediately.
- **Grind:** The grind actually determines the time of extraction. If your shots are too fast, then the grind is pebble-like, and the water is passing through too quickly. If your shot times are too long, then the grind is too fine, like sand, and needs to be coarser to speed up the extraction.
- **Tamp:** If you are using a manual machine, set the portafilter on the counter and tamp the grounds firmly and evenly. The firmness of the tamp can adjust shot times by a few seconds.
- **Extraction:** Shots should pull within 18–23 seconds for a manual machine (typically automatic machines extract 3–4 seconds faster) and produce a single shot of 1 fl. oz. or double shot of 2 fl. oz., plus crema. Use a timer to ensure correct times and look for the perfect shot described above.

Espresso Pour Times

- **Fast pour:** The grind is too coarse and the shot will look like water pouring from a faucet. The flavor will be weak and the body will be thin.
- **Slow pour:** The grind is too fine, and the flow of the shot will be inconsistent and it may drip. The flavor will be bitter and over-extracted.



Notes and Questions



Test Your Knowledge

What are the three parts of an espresso shot?

What is the hold time for an espresso shot?

What does it mean if your espresso shot is pouring too slow?

Notes & Questions:



Beverage Standards

The quality of beverages you serve is only as good as the components that go into them. Learning and following the shelf life guidelines and beverage component recipes in this module will ensure that you deliver the high quality beverages your customers expect every time they come into your location.

Shelf Life Standards

The shelf life charts below were created to help ensure health standards and Starbucks® beverage standards are met.

Product	Open Shelf Life
Coffee and Tea	
Brewed Coffee	2 hours
Espresso Shot	10 seconds
2.5 oz., 5 oz., 9 oz. and 16 oz. pre-ground portion packs	Unopened: Expiration date on package Opened: Use immediately
Iced Brewed Coffee	4 hours unrefrigerated 8 hours refrigerated
Tazo® Iced Tea	12 hours unrefrigerated
Prepared Beverage Components	
Frappuccino® Roast	48 hours unrefrigerated
Prepared Whipped Cream	24 hours refrigerated
Other Beverage Ingredients	
Frappuccino® Syrup Base – coffee & crème	30 days
Starbucks® Lemonade	7 days refrigerated
Starbucks® Soy milk	7 days refrigerated
Strawberry Juice – Frappuccino® Crème	5 days refrigerated
Tazo® Chai & Green Tea Concentrate	7 days refrigerated
Vanilla Bean Powder – Frappuccino® Crème	7 days
Fontana® Syrups	30 days unrefrigerated
Fontana™ Sauces - White Chocolate Mocha, Bittersweet, Semi-Sweet, Caramel	14 days unrefrigerated
Fontana® Beverage Base	Fruit – 14 days unrefrigerated Latte/Mocha – 7 days unrefrigerated



Beverage Standards

Pump Calibrations

Pump	Calibration (per pump)	Usage
White Syrup Pump (use for regular syrups)	.25 fl. oz.	Multiple – order separately
Black Syrup Pump (use for sugar-free syrups)	.25 fl. oz.	Multiple – order separately
Fontana™ Sauce Pump (red pump)	.50 fl. oz.	One time – comes with sauce
Fontana® Beverage Base (blue pump)	1 fl. oz.	One time – comes with base
Frappuccino® Roast Coffee (FRSC)	.45 fl. oz.	Multiple – order separately
Frappuccino® Syrup (coffee & crème)	.74 fl. oz.	Multiple – order separately

White and Black Syrup Pumps

- Plastic syrup pumps are disposable and should be discarded and replaced when they are worn, no longer calibrated, clogged or otherwise unusable.
- Plastic pumps should not be sanitized, run through the dishwasher, or rinsed with water. Sanitizer and water can cause an off-flavor which impacts beverage quality.
- Black syrup pumps should be used for Classic and Sugar-Free syrups at the espresso bar and the blended beverage station.
- White, unmarked syrup pumps should be used for all other syrups at the espresso bar.

Sauce Pumps

- These are individual-use pumps and should be disposed of once Fontana™ sauce bottle is empty.
- Do not wash and reuse these pumps.

Frappuccino® Syrup Pumps

- Discard and replace pump if worn-out or no longer functioning properly.
- Plastic base pump should not be run through the dishwasher or rinsed with water.

Espresso Recipe Basics

The chart below shows the cup size, volume, how many shots of espresso and standard syrup, and sauce pumps for each size on most beverages. Always reference the beverage recipe card for official proportions.

Cup/Size	Short—8 oz.	Tall—12 oz.	Grande—16 oz.	Venti (Hot)—20 oz.	Venti (Iced)—24 oz.
Number of Espresso Shot	1	1	2	2	3
Number of Syrup/Sauce Pumps	2	3	4	5	6

*Applies to the majority of hot espresso beverages. See Beverage Recipe Cards for cold espresso beverage build.



Notes and Questions



Test Your Knowledge

What's the shelf life of open Fontana™ sauce products?

What color pump should be used for Fontana® Beverage Bases?

Name two types of pumps that are reusable.

Notes & Questions:



Preparing Espresso Beverages

Milk Steaming Standards

- All beverages should be made according to the recipe card build order.
- Using the new steaming pitchers, milk should be steamed for one beverage at a time.
- Unless requested otherwise, milk should be steamed between 150°F and 170°F.
- Steamed milk is never returned to the refrigerator.
- Milk that has been out of the refrigerator for more than 30 minutes should be discarded.
- 2% milk is the default standard for all Starbucks® espresso beverages.
- Separate steaming pitchers should be used for milk products, juice, soy and eggnog. Pitchers should be labeled accordingly.
- Recommended that milk is only steamed once and not re-steamed.
- When making a child's beverage, the beverage temperature should not be above 130°F. A fresh pitcher of milk should be steamed for each child's beverage.

Steaming the Perfect Milk

Steps	Key Points	Reason Why
1. Pour Milk	Measure to beverage size lines on pitcher	Reduces waste and steaming time
2. Aerate Milk	Fully submerge steaming wand in milk	Ensures quality foam (creamy and dense), proper milk flavor and texture
	Turn on steam wand	
	Lower pitcher until only tip of steaming wand is submerged	
	Once you hear a paper-tearing sound, steam 3–5 seconds (6–8 seconds for cappuccino)	
3. Auto Steam Milk	Set pitcher down	Frees up hands
	Position the steaming wand vertically	Allows swirling motion to create creamy, dense foam
4. Sanitize wand	Exhaust, then wipe the steaming wand	Removes residual milk and prepares for the next milk to be steamed
	Keep steaming wand angled out	



Starbucks® Beverage Calling & Cup Marking System

- This system was created to provide the following benefits:
 - A tool for baristas to mark cups based on customers beverage order and ensure clarity of request and delivery of the correct beverage
 - Consistent terminology when calling beverages to the barista based on following the same order each time for accuracy and customer satisfaction
 - Takes away the need for barista to remember multiple beverages at one time when preparing more than one beverage
- Reference "Cup Marking System" section on the next page for a full list of standard IDs for drink calling and marking boxes.

Recommendations

- Cups, including personal and "for here" cups, should be properly identified using beverage identification codes.
- A black permanent marker is recommended to use when handwriting beverage identification codes.

Cups

- All paper cups should be served with a lid secured tightly onto the cup with a sip hole off-center from the seam, unless requested otherwise by the customer.
- The lid should not be touched on the underside or the sip side of the lid around the opening.

Sleeves

- Short water-based beverages should be double-cupped because the cup sleeves do not fit this size. All other cups should not be double-cupped unless requested by the customer.
- A Tall and Grande Americano, hot tea or brewed coffee should include a cup sleeve.
- All hot Venti cups should include a cup sleeve.

Decaf

Shots

Syrup

Milk

Custom

Drink



Starbucks® Beverage Calling & Cup Marking System

Beverage Calling Procedure

Beverage Calling Order		Default
1. Number of beverages		One
2. Type of cup:	Iced	"To go" hot cup
	Personal Cup	
	For Here	
3. Caffeine; decaf; ½ caf; ¾ caf		Caffeinated
4. Shot quantity		Number accounting to beverage recipe
5. Cup size		No default
6. Syrups/Sauces		Default to beverage recipe
7. Milk		2%
8. Customizers		No default
9. Beverage name		No default

Cup Marking IDs

Modifier	ID
Decaf Box	
Decaf	X
Half Decaf	½
Shots Box	
Double	2
Triple	3
Quad	4

Decaf

Shots

Modifier	ID
Syrup Box	
Caramel	C
Classic Syrup	CL
Hazelnut	H
Mocha Sauce	MO
Raspberry	R
Sugar-Free Hazelnut	SFH
Sugar-Free Vanilla	SFV
Toffee Nut	TN
Vanilla	V
White Chocolate Mocha	WM
Milk Box	
Breve	B
Nonfat Milk	N
Soy Milk	S
Whole Milk	WH

Syrup

Milk



Cup Marking System

Cup Marking IDs

Modifier	ID
Custom Box	
Black Tea	BT
Caramel Sauce	CR
Dry (see Cappuccino recipe)	D
Foamy	F
Extra Hot	XH
Wet (see Cappuccino recipe)	W
Kid's Beverage	K
Extra (place in front of another code)	X
Equal	=
Light (place in front of another code)	LT
Placed over a code means to omit	\
Sweet'N Low	SL
Splenda	SP
Sugar in the Raw	SR

Custom



Drink Box—Blended Beverages

Modifier	ID
Frappuccino® Blended Coffee	
Coffee	CF
Caramel	CRF
Mocha	MF
Frappuccino® Blended Crème	
Strawberries & Crème	STCF
Vanilla Bean	VBF

Drink



Drink Box—Hot and Cold Beverages

Modifier	ID
Hot and Cold Beverages	
Caffe Americano	A
Café au Lait	AL
Brewed Coffee	BC
Black Iced Tea	BT
Black Tea Lemonade	BTL
Cappuccino	C
Tazo® Chai Tea Latte	CH
Caramel Affogato	CRA
Caramel Macchiato	CM
Caramel Mocha	CRM
Espresso	E
Espresso con Panna	SL
Espresso Macchiato	EM
Green Iced Tea	GT
Green Tea Lemonade	GTL
Hot Chocolate	HC
Iced Coffee	IC
Caffe Latte	L
Caffé Mocha	M
Passion™ Iced Tea	PT
Passion™ Tea Lemonade	PTL
Steamed Apple Juice	SAJ
Steamed Milk	SM
White Hot Chocolate	WHC
White Chocolate Mocha	WM



Espresso Equipment Overview

The two most common espresso machines provided by Starbucks are Verismo 701, semi-automatic machine, and La San Marco, manual espresso machine. Operators may install a different machine or already have one available. Starbucks isn't responsible for maintenance on this machine and will train as appropriate.



Verismo 701

- Pre-programmed to support Starbucks core recipes
- Automated, simple push button operation, espresso shots and milk
- Digital display

La San Marco

- Manual milk steaming
- Supported by manual espresso grinder and proportioning to pull espresso shots

Regular Quality Tips

- Milk should always be steamed between 150°–170°F
- Shots should be timed regularly and dosage should be tested:

Espresso Machine	Grams per shot	Yield	Calibration Standard
Verismo 701	7 grams – manual machines 8.5 grams – automatic machines	1 shot—1 oz. 2 shots—2 oz.	15–19 seconds (pour time)*
La San Marco	7 grams – manual machines 8.5 grams – automatic machines	1 shot—1 oz. 2 shots—2 oz.	18–22 seconds (use timer)*

*From when you push the start button

- Clean steam wand after each use
- Follow cleaning procedures as outlined on equipment product card

If you're not able to solve problems/issues after using troubleshooting guide on product card, call your approved service provider.



Activities

Now you're ready to practice and prepare making beverages.



Activity 1: Cup Marking

How would you mark the cup for the following beverages? Use the blank boxes below to practice "marking" the cups.

- | | |
|--|--|
| 1. Tall Caffe Latte | 5. Grande two-shot Caffe Latte with extra foam |
| 2. Vanilla Grande Caffe Latte with soy milk | 6. Nonfat, iced Caffe Latte, decaf, Tall |
| 3. Nonfat, no-whip Caffé Mocha with hazelnut syrup, Tall | 7. Tall Caramel Macchiato with soy milk |
| 4. Tall, Sugar-Free Vanilla Caffe Latte, with two shots | 8. Tall Cappuccino, dry, decaf |

1	2	3	4	5	6	7	8
Decaf <input type="checkbox"/>	Decaf <input type="checkbox"/>	Decaf <input type="checkbox"/>	Decaf <input type="checkbox"/>	Decaf <input type="checkbox"/>	Decaf <input type="checkbox"/>	Decaf <input type="checkbox"/>	Decaf <input type="checkbox"/>
Shots <input type="checkbox"/>	Shots <input type="checkbox"/>	Shots <input type="checkbox"/>	Shots <input type="checkbox"/>	Shots <input type="checkbox"/>	Shots <input type="checkbox"/>	Shots <input type="checkbox"/>	Shots <input type="checkbox"/>
Syrup <input type="checkbox"/>	Syrup <input type="checkbox"/>	Syrup <input type="checkbox"/>	Syrup <input type="checkbox"/>	Syrup <input type="checkbox"/>	Syrup <input type="checkbox"/>	Syrup <input type="checkbox"/>	Syrup <input type="checkbox"/>
Milk <input type="checkbox"/>	Milk <input type="checkbox"/>	Milk <input type="checkbox"/>	Milk <input type="checkbox"/>	Milk <input type="checkbox"/>	Milk <input type="checkbox"/>	Milk <input type="checkbox"/>	Milk <input type="checkbox"/>
Custom <input type="checkbox"/>	Custom <input type="checkbox"/>	Custom <input type="checkbox"/>	Custom <input type="checkbox"/>	Custom <input type="checkbox"/>	Custom <input type="checkbox"/>	Custom <input type="checkbox"/>	Custom <input type="checkbox"/>
Drink <input type="checkbox"/>	Drink <input type="checkbox"/>	Drink <input type="checkbox"/>	Drink <input type="checkbox"/>	Drink <input type="checkbox"/>	Drink <input type="checkbox"/>	Drink <input type="checkbox"/>	Drink <input type="checkbox"/>



Activity #2: Pulling espresso shots

Pulling the perfect shot is an essential skill in preparing espresso beverages. Practice pulling 3 double shots of espresso. Look at the shots, record the time of the shot and taste your shots. How would you describe the look and taste of a perfect shot to a customer?

Observe the appearance. What does a perfect shot of espresso look like?

Smell, taste and discuss the difference in shot quality with your trainer.

Now taste the difference between a fresh shot and one that has been sitting more than 10 seconds. How would you describe the difference in taste, bitterness and strength?



Activities



Activity #3: Steaming the Perfect Milk

Now it's your turn to practice steaming milk. Remember to purge the steaming wand prior to making a drink.

- Follow the proper milk steaming procedures reviewed earlier.
- Pay attention to the sound change in the milk when steaming. As the temperature of the milk changes, the sound should become more muffled than when aerating to create foam.
- Perfectly steamed milk should have a thick layer of dense foam when finished.
- Following the milk steaming techniques you've already learned, practice steaming milk.
- Take note of what you see after you've steamed milk. Do you see large bubbles, no foam or thick, dense foam?



Activity #4: Making Espresso Beverages

As discussed earlier in this module, many variables go into creating the perfect Starbucks® espresso beverage. Now that you've practiced pulling shots and steaming milk, you're ready to create your first espresso beverage.

- Your trainer will demonstrate how to make a selection of hot and iced espresso beverages, including marking the cup and proper beverage calling.
- Use your WPS beverage manual to review recipe. After your trainer prepares the beverage, it's your turn.
- Make any notes around beverage preparation.



Test Your Knowledge

What's the maximum amount of times you re-steam milk?

What temperature should children's beverages be steamed to?

What's the recipe for a Grande Latte?

How many shots go in a Tall Cappuccino?

What's the recipe for an Iced Venti Caffé Mocha?



Blended Beverages

Fontana® Blended Beverages





Fontana® Beverage Bases

What you'll need for this module:

- Fontana® Beverage Base Product Card

What you'll learn in this module:

- Fontana® Beverage Base overview and standards
- How to make Fontana® Beverage Base beverages



Fontana® Beverage Bases



Reinvigorate with Fontana® Beverage Bases

Fontana® Beverage Base Overview

These beverage bases provide variety for blended beverage offerings in your operation. They are rich, creamy, fruity and delicious to cover all options your customer may be looking for.

- Latte & Mocha—made with 100% *arabica* coffee and provide a great blended coffee alternative
- Strawberry & Mango—made with real fruit puree and provide a great smoothie, non-coffee refreshment and treat
- All flavors are easily customizable using other Fontana® syrup and sauce options
- Flavors come in a 63 oz. bottle with pumps included. Pumps should be discarded once container is empty; they are not re-usable.
- Each bottle makes approximately 15 Grande blended beverages. May vary depending on proportion per beverage.

Product	Shelf Life
Latte & Mocha	7 days opened, unrefrigerated
Strawberry & Mango	14 days opened, unrefrigerated





How to Make Fontana® Beverage Base Beverages

To make basic Latte, Mocha, Strawberry and Mango beverages, all you need are three basic ingredients:

- Fontana® Beverage Base of choice
- Ice
- Water or dairy – depends on flavor and recipe
- Customizing flavors with fruit, yogurt, tea and other Fontana® syrups are also options and you can view recipe options at starbucksfs.com

Standard Recipe Ratio

Ingredients	12 oz.	16 oz.	24 oz.
Ice	Full 12 oz. cup	Full 16 oz. cup	Full 24 oz. cup
Fontana® Beverage Base	3 pumps	4 pumps	6 pumps
Dairy/Water	1-2 oz. depending on size—follow recipe		





Activity



Activity #1: Preparing Fontana® Blended Beverages

Depending on flavors you are offering in your operation you should practice making one of each flavor.

Explore the different recipe options available for Fontana® Beverage Bases available on [starbucksfs.com](https://www.starbucksfs.com) or recipes available in your WPS Beverage Manual.

- Prepare selected beverage based on recipe ingredients and correct proportions.
- Describe the various flavors you taste for each beverage—are they fruity, creamy, indulgent, and refreshing? Tasting and being able to describe beverages will help you better explain when customers have questions.



Test Your Knowledge

Name 3 of the four Fontana® Beverage Base flavors.

What is the open shelf life of Fontana® Strawberry Base?

Should Fontana® Beverage Bases be refrigerated?

Notes & Questions:



Tea

Our Artful Tazo® Tea Offerings





Tazo® Tea Knowledge

Tools for this module:

- Tazo® Hot Tea Product Card
- Tazo® Iced Tea Product Card

What you'll learn in this section:

- History of Tazo® Tea
- Tazo® Hot, Iced and Tea Latte Blends
- Preparing Tazo® Teas – Hot, Iced, Latte
- Test your knowledge



History of Tazo® Tea

Starbucks acquired Tazo® Tea in 1999. Tazo has created more than 80 unique tea, fruit and herb concoctions that redefine tea as a beverage for our time. It is arguably the most innovative tea brand in the world, on the strength of its combination of quality teas and botanicals, and a carefully controlled blending process.



We Steep. And so begins the journey, crossing centuries and continents. Discovering the living history of our ancestors.

We Sip. Tasting rain, sunshine and meteor showers. Drinking in the earth and all her secrets.

We Explore. Sidewalk canyons and terraced rooftops. Honeybushes and carpets of chamomile.

We experience the goodness of the leaves with all our senses, but most of all with our imaginations. Each cup is a story, unfolding with every sip. Tazo is life, reblended.

What is tea?

Tea is the dried leaf of the perennial evergreen shrub, *Camellia Sinensis*, which grows in a variety of climates around the world. We prune and cut back our tea bushes to grow more side branches, but left untended, tea bushes have been known to grow to 40–60 feet high. Because of constant plucking, a flat surface at the top of the bush is created. This surface is known as the plucking table.



Food Pairings

Food Pairings

Because it has a much lighter mouthfeel than coffee, tea can be overwhelmed by many of the rich foods that taste great with coffee. Look for lighter-flavored foods and complementary flavors when searching for a good pairing. In general, more neutral flavors work better with tea. Experiment with food like biscotti, shortbread cookies and any food that contains fruit or fruit flavors. Iced versions of Tazo® teas pair well with sandwiches, chips and other savory foods.

Tea and Food Pairings Guide

Awake®	Coffee cake, fruit muffin
Calm™	Coffee cake, lemon sweet square
China Green Tips	Coffee cake, fruit muffin
Earl Grey	Coffee cake, maple scone
Passion®	Berry muffin, banana bread
Refresh	Lemon sweet square, chocolate
Tazo® Chai	Cinnamon or maple scone, fruit muffin
Zen™	Lemon sweet square, fruit scone



Tazo® Tea Assortment—Hot, Iced, Latte

Tazo® offers hot, iced and tea lattes in a variety of flavors and formats to meet the needs of your customers.

Hot Filterbag Lineup

Our teas are organized and color-coded on packaging into different tea types: Black, Green and Herbal.

Black Teas	Awake™ English Breakfast	A breakfast-style black tea of malty boldness and bright flavor.
	Earl Grey	Black tea kissed with bergamot's lavender essence.
	Organic Chai	A rich, robust blend of black tea, cinnamon, cardamom, black pepper and spices.
	Decaf Chai	A rich, robust blend of black tea, cinnamon, cardamom, black pepper and spices.
Green Teas	China Green Tips	Fine fresh-tasting, spring-harvested green teas from China.
	Green Ginger	This bright green tea blend has a kick from ginger and a sweet note of pear.
	Zen®	A harmonious blend of green tea with lemongrass and spearmint.
	Decaf Lotus Blossom Green	A gentle green tea flavored with the essence of lotus flower.
Herbal Infusions (caffeine-free)	Calm® Chamomile	A comforting herbal infusion of chamomile rose petals and soothing herbs.
	Passion®	An exuberant herbal infusion of hibiscus, orange peel, rose hips and passion fruit flavors.
	Refresh® Mint	An invigorating herbal infusion of peppermint and spearmint dressed up with a pinch of tarragon.
	Wild Sweet Orange	A juicy herbal infusion of orange peel, lemongrass, citrus herbs and licorice root.

Iced Tea Lineup

Tazo provides a robust variety of premium iced tea blends for your operation. Below provides varieties and descriptions of all types available.

Black Teas	Black Iced Tea	A refreshing blend of crisp black teas. Available in 1-gallon and 3-gallon yields.
	Tropic® Iced Tea	Rare black teas with a hint of jasmine and tropical flavors. Available in 1-gallon and 3-gallon yields.
Green Teas	Green Iced Tea	A harmonious blend of green tea with lemongrass and spearmint. Available in 1-gallon yield.
Herbal Infusions (caffeine-free)	Passion® Iced Tea	An exuberant herbal infusion of hibiscus, cinnamon and tropical fruits. Caffeine-free. Available in 1-gallon yield.



Tazo® Tea Assortment—Hot, Iced, Latte

Tazo® Tea Lattes—Chai & Green

A rich blend of teas and spices in the style of the hill dwellers of the Himalayas. Black tea from India is blended with ginger, cinnamon, black pepper, cardamom, cloves and star anise.

- Tazo® Chai is a blend of rich and full-bodied Assam teas, layered with exotic spices from around the world. The malt and astringency of the black tea is complemented by the lingering sweetness of cinnamon and tangy spice of ginger root. The warmth of cardamom is offset by the unique flavor of star anise and cloves, all finished with the heat of black peppercorns.
- Tazo® Green Tea is a soothing blend of traditional green teas, flavored with honeydew melon and other luscious fruits.
- Tazo® Tea Lattes are delicious served hot or iced, with or without dairy and sweetener.

Fundamentals of Tea

The first step in creating a good cup of tea is to start with high-quality tea. Tazo has done this part of the work for customers. Use the following instructions, and you will help tea enthusiasts and tea novices discover the wonders of Tazo.

Water

The water you use to steep tea should be free of impurities and taste clean and fresh. If the water tastes good, it will make good tea. Avoid water from water softeners, distilled water, municipal water that tastes like chlorine, well water that tastes or smells like iron or sulfur, or any other water with a strong taste of its own. Otherwise, consider using filtered or bottled water.

Temperature

Cups of tea served in Starbucks stores are made with water dispensed from a coffee-brewing system, which is approximately 190°F–200°F (88°C–93°C).

Proportion

Using the correct amount of tea is fundamental to achieving the best results. Our Tazo® full-leaf tea sachets are perfectly proportioned for 8 fl. oz. of water.



Preparing Hot, Iced and Tea Lattes

Hot Tea

Steeping Time

Tea quality declines if the tea is not given enough time to steep, and the result is weak tea. There's a belief in the tea industry that the average person using a tea bag allows about 30 seconds of steeping time. This is enough time to get a little color into the cup but not much flavor or character. As with other aspects of tea, the mix of traditions and cultures leads to a confusing array of methods and preferences for steeping time.

Following are some general time frames, which apply to filterbags:

- Allow three minutes for green tea.
- Allow five minutes for black tea.
- Allow five minutes for herbal infusions.

Preparing Hot Tea:

Size	Filter Bag
12 oz.	1 filter bag
16 & 20 oz.	2 filter bags

1. Select cup size.
2. Add tea bag(s) to cup.
3. Add hot water to ¼ inch below rim of cup.
4. Place sleeve and lid on cup and serve.





Preparing Hot, Iced and Tea Lattes

Iced Tea

Tazo provides a variety of iced tea options for all customer needs. Steps for manual steeping of iced tea:

1. Place 1-gallon filter pack in clean, 1-gallon pitcher.
2. Add 1 quart of hot water to the pitcher and allow tea to steep for 5 minutes.
3. Using tongs, squeeze filter pack to remove excess tea and then remove filter pack from pitcher.
4. Add 3 quarts of cold, filtered water.
5. Transfer to available iced tea dispenser and you're ready to serve either in bulk or single serve.

The Tazo iced tea recipe standard is to serve sweetened with Fontana® Classic Syrup. Additional flavored tea recipes are available on starbucksfs.com.



Key iced tea information:

- Hold time—iced tea should be held for **12 hours** at room temperature.
- Dispose of unused iced tea at the end of each service day.
- Clean and sanitize your brewing equipment and dispensers daily.

Chai & Green Tea Lattes

Chai tea latte is great both hot and iced. Basic recipe preparation is always going to be a 50/50 ratio of milk to chai and exact proportion is based on cup size you're preparing. Review specific recipes available in your Beverage Manual.





Notes and Questions



Test Your Knowledge

Name three types of hot tea.

What are two of the three fundamentals of tea?

What's the shelf life of brewed iced tea? How should it be stored?

Notes & Questions: