



MIXOLOGY

YOUR ROLE

Welcome & Connect

Facilitator Guide

THE ART OF COFFEE

FACILITATOR NOTES

Welcome the team to Mixology training and make them feel at ease. **Read** the text below:

“Starbucks has always been about connection – with our customer, our partners, our communities and our coffee. Over the years, we’ve stayed true to Our Mission as we’ve reinvented and redesigned, yet for more than a decade I’ve believed we could go even further and truly redefine what it means to come together around the art of coffee.”

Howard Schultz, executive chairman

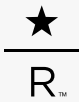
Read the text below

THE GOAL

By the end of this module, you should be able to:

- Understand your role as a bartender and how you will bring the *Roastery and Reserve Experience* to life for your customers and partners
- Understand your training plan





Read the text below



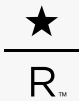
WELCOME

We are so excited you are here. Your passion, expertise and dedication to elevating customer experiences are all why you were chosen to be a Roastery and Reserve bartender. We are proud to have you join our team.

ALL AROUND GLOBE

You are an important part of a worldwide Starbucks team with partners not just in your store, but all around the globe.

Working together, we bring to life Our Mission and Values every day in our stores, celebrating coffee, providing an exceptional experience to our customers.



THE BIG PICTURE

As a Roastery and Reserve bartender, you will:

- Create magical moments throughout each customer's journey to deliver the *Roastery and Reserve Experience*, cultivating curiosity and guiding them on their mixology journey
- Uphold our partner purpose by expertly delivering high-quality, handcrafted products through mastered technique
- Work together to uphold Our Mission and Values while creating the *Roastery and Reserve Experience* for both partners and customers

Say: Now we will review the role of the bartender.

Ask: Will someone please read out loud the bullets under "The Big Picture"?

THE DETAILS

As a Roastery and Reserve bartender, you will also:

- Work all stations in the Mixology Bar — POS, build handcrafted beverages, serve customers, expedite and hand off orders to customers
- Share your mixology, coffee and aperitivo expertise
- Guide customers in their experience by providing recommendations and engaging in storytelling
- Provide operational support within mixology, and in front and back of the house — dishes, cleaning, stocking
- Keep our partners and customers safe by adhering to legal alcohol requirements, local jurisdictional requirements, and Starbucks safety, cleanliness and general standards

Say: Getting into the details, the role of the bartender also includes:

(Read "The Details")

After Reading "The Details" say: Different from some bars you may have worked in previously, there is not a dedicated bar back position so it will be up to you and your team to determine who will remain customer focused and who will slide to support to ensure work does not stall. Also, it will be your responsibility to keep up with tasks during times of high volume.



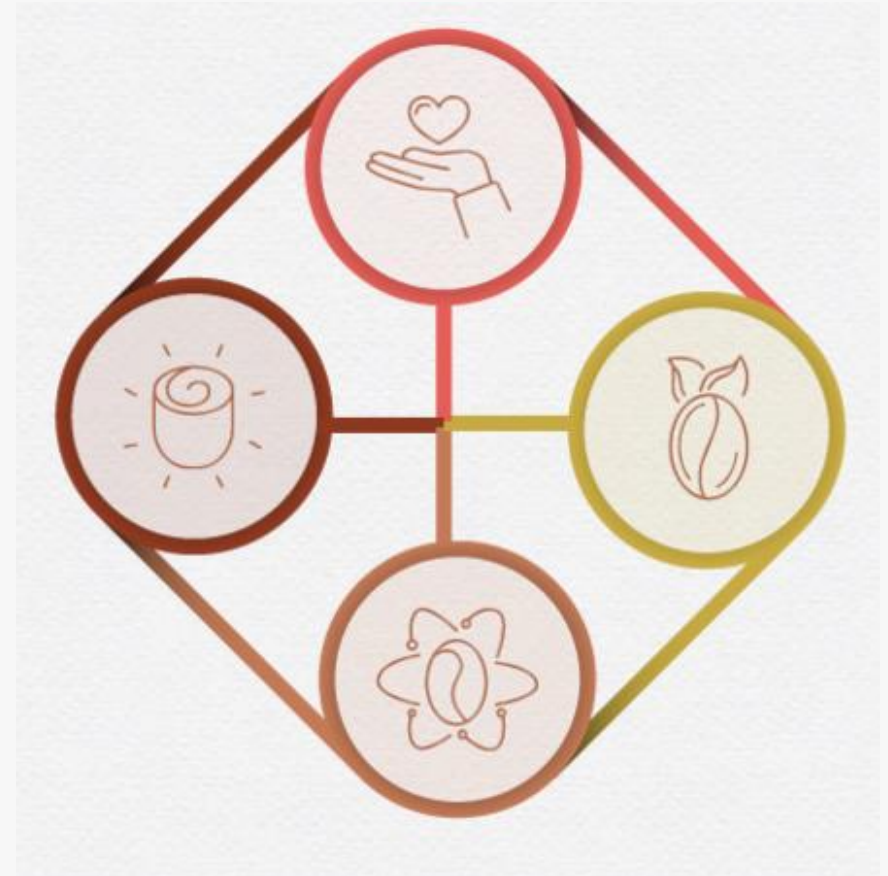
ROASTERY & RESERVE PARTNER DNA

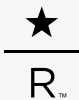
As you learned in barista training, your experience, expertise and dedication to delivering the very best are essential for bringing the *Roastery and Reserve Experience* to life for our customers. As a bartender you will have many exciting opportunities to continue to learn and grow in your coffee knowledge and help your partners and customers grow their knowledge in ways we have yet to explore.

Our partner DNA describes who we are and how we work together to create these experiences.

Say: Now let's review what you learned about the Partner DNA (read above)

Ask: What are the four components of the Partner DNA?





ROASTERY & RESERVE PARTNER DNA

COFFEE CURIOSITY

Coffee Curiosity is a relentless passion for learning and craft. It is respect for the coffee journey and an unwavering commitment to quality at every step. It elevates coffee in every connection. It is personal.

INNOVATIVE SPIRIT

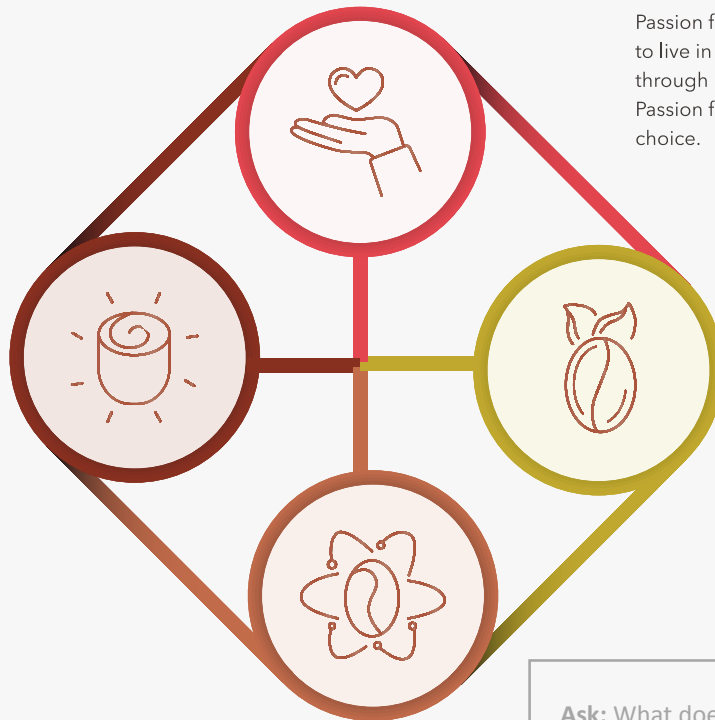
Innovative Spirit is a pioneering way of thinking and acting- which recognizes value in breakthrough thinking and the importance of creative solutioning.

PASSION FOR SERVICE

Passion for Service is the compelling desire to live in service of those around you through awareness, empathy and action. Passion for Service is not by accident; it is a choice.

OPERATIONS EXCELLENCE

Operations Excellence is the desire to focus on continuously improving the foundational behaviors and functional standards that shape our business and elevate our brand.



Ask: What does it mean to have:

Passion for Service? Coffee Curiosity? Innovative Spirit?
Operational Excellence?

Ask the team to provide an example of how the Partner DNA will come to life in Mixology.



YOUR TRAINING PLAN

Your Roastery and Reserve bartender training is built on what you learned during barista training and the expertise you bring based on your previous experiences.

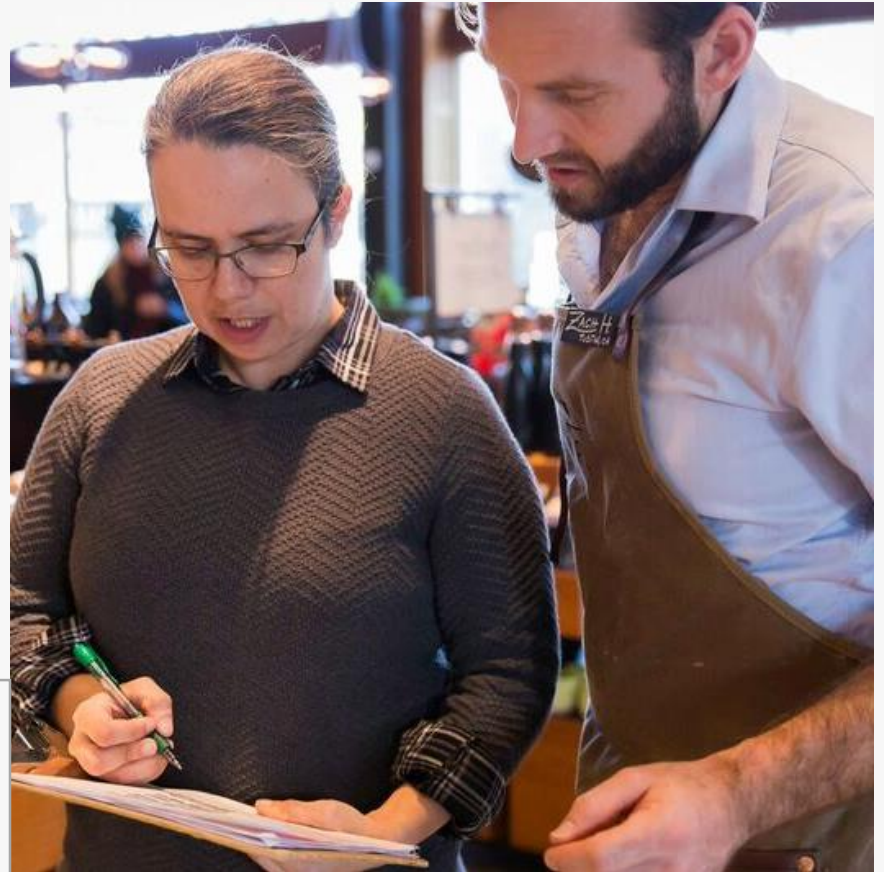
Portions of the training will be a review based on your knowledge but it is important we calibrate as a team. Share your stories and experiences.

Your learning includes guided modules and activities, and sharing with your trainers and manager.

When you have a question, ask it. Your trainers and manager are here to help you.

Read: The above

Do: Review bartender training plan





YOUR TRAINER

Your trainers are there to support you and offer guidance. They will:

- Create and implement your training plan, focusing on helping you develop critical skills and behaviors to make you successful
- Act as your main resource for your initial on-the-job training — they will be your role model, individual trainer, and real-time feedback provider
- Provide regular feedback to you and your manager about your accomplishments and growth



Say: Your trainers for mixology will consist of myself, partners from our operations team and subject matter experts who are helping us build out our Roastery and Reserve bar program. As you experienced before, we are all here to help you develop critical skills and behaviors to make you successful, role-model the work, provide feedback to you and the manager team about your accomplishments and growth. Given that you are experts in your own craft, we hope to learn from you as well!



YOUR MANAGER

Read the points below:

Your manager will:

- Consult on the training plan, in partnership with the trainers
- Assess, as you complete all required training topics
- Prioritize any additional training
- Be present and actively connect with you, providing coaching and feedback throughout your journey
- Offer advice and guidance for ongoing developmental activities



REVIEW

Read below.

As a Reserve and Roastery partner, you will bring Our Mission and Values to life every day in your store.

Your experience, expertise and dedication to delivering the very best are essential to bring the *Roastery and Reserve Experience* to life for customers every day.