



ROASTERY BARISTA PARTNER PURPOSE AND YOUR ROASTERY

Overview

In this activity, you will continue to get to know the barista and reinforce why the barista was hand-picked to join the team. The barista is likely excited and a little nervous starting this new role. Put the barista at ease and explain what is unique about Siren Retail and your Roastery. Introduce the store layout, back room, zones and store positions. Reinforce key messaging about the *Roastery and Reserve experience* and how it comes to life in the space.

Learning Objectives

After completing this activity baristas should be able to:

- ☐ Explain the *Roastery and Reserve Experience*
- ☐ Describe the Partner DNA
- ☐ Describe the Partner Purpose
- ☐ Describe the different store zones, positions and customer flow

Directions

- To get the most out of the activity, plan to lead this as a one-to-one exercise with a barista.
- You can also use this guide for pod training (groups of two to three)

Checklist

- This activity will take 45 minutes to complete
- Review the following materials:
 - ☐ This activity guide
 - ☐ Your Role digital learning
- Ensure you have the following supplies:
 - ☐ Store map
 - ☐ Coffee Exploration Atlas
 - ☐ Partner DNA Quick Reference Guide (QRG)
 - ☐ Partner Purpose QRG
 - ☐ Workflows
 - ☐ Locate store video, if applicable



ROASTERY BARISTA PARTNER PURPOSE AND YOUR ROASTERY

Agenda

	Time
1 Prepare the Learner	2 mins
2 Review Partner Purpose	10 mins
3 Introduce your Roastery	10 mins
4 Tour your Roastery	20 mins
5 Follow Up	3 mins
Total Duration	45 mins



ROASTERY BARISTA

PARTNER PURPOSE AND YOUR ROASTERY– PREPARE

1 Prepare

Why this is important

Describe the importance of knowing your Roastery space, architecture and zone layout:

- ☐ Every store detail, from the design aesthetic to the layout, was curated by the visionary store design team to create an unparalleled coffee experience.
- ☐ Every Roastery is carefully planned with mindful, intentional and symbolic design features.

Assess prior knowledge

Ask the barista the following questions:

- ☐ Think back to your first time visiting a Starbucks Reserve Bar or Roastery. How did the experience make you feel?
- ☐ What design element stood out to you first when entering your Roastery?

What to expect

Explain to the barista what they can expect in this activity:

- ☐ First, we will review the Partner Purpose.
- ☐ I will introduce you to your Roastery and what make it unique.
- ☐ Finally, we will tour the space, define the zones and discuss the positions that exist in the roastery.





ROASTERY BARISTA

PARTNER PURPOSE AND YOUR ROASTERY

2 Review Partner Purpose

Say: The Partner Purpose was written by baristas at our first Roastery in Seattle.

Do: Read the Partner Purpose with the barista:

Honoring barista craft and coffee

We share stories. Every day, we put on our aprons to bring the farm to cup story to life for each customer. We have respect for those who helped write the story and are humbled to be a part of it.

We are curious. We immerse ourselves in our craft and are eager to share innovation with our customers and each other. We strive to pour perfection into every cup.

We are a team. We work together to create the *Roastery and Reserve Experience* for one another and uphold the responsibility and privilege of creating an unforgettable experience for our customers. In everything we do, we honor our coffee, our customers and each other.

Ask: What does the Partner Purpose mean to you? As you completed the training module, what aspects of Our Mission and Values resonated with you?

3 Introduce your Roastery



Say: Each Roastery's physical size, space and organization are unique.

Do: Discuss some of the examples that are unique in your store?

Share: Guide the barista through the Store Map and layout. Define each zone (retail, main bar, back of the house, other) and highlight roles within the store (barista, associate manager and others). Focus on roles most applicable to the barista. Briefly explain zones, systems and communication. Show store position and Workflow documents and where to find them in the store.



ROASTERY BARISTA PARTNER PURPOSE AND YOUR ROASTERY

4 Tour your Roastery

Do: Take the barista on a tour of your Roastery and discuss:

- ☐ Store specific, unique design
- ☐ Zones
- ☐ Positions
- ☐ Workflows

Say: Let's take a tour of the store from the barista perspective and discuss how the Partner DNA comes to life in the store positions.

Ask: What examples do you see of Coffee Curiosity, Passion for Service, Innovative Spirit and Operations Excellence? Describe the *Roastery and Reserve Experience*. How does the experience come to life for customers?

Optional Video

If you have a video specific to your Roastery, you may choose to have the barista watch it now.

Say: We have a video of our designer, Liz Muller, touring the (insert your store) and sharing her design vision. Watch the video, and we will discuss how our store is unique and special.





ROASTERY BARISTA

PARTNER PURPOSE AND YOUR ROASTERY – FOLLOW UP

5 Follow Up

Say: That concludes today's activity. Your training will reinforce the key responsibilities and workflows for each position in the store.

Ask: What questions do you have for me? What was your biggest insight from today?

Say: Be sure to take a few notes.

Great job! Thank you for your time and commitment.

NOTES



Note: Let your manager know of any activities that were not completed or where more practice time is needed. Make sure to note it on the training plan!