



## MIXOLOGY EXPERIENCE

Module

# THE GOAL

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

- Describe the basics of the Mixology program
- Explain the *Roastery and Reserve Experience* from the Mixology zone and how the unique design elements contribute to the overall experience
- Understand customer flow and key positions

## ROASTERY & RESERVE BAR PROGRAM

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The mixology program was developed to celebrate our Reserve coffees in new and distinct ways, Princi and the *Spirito di Milano*™, along with local creators of beer, wine and spirits.

### BEER, CIDER, WINE AND PROSECCO

The menu was developed to pair with the Princi™ aperitivo menu. Each is a classic example of its type, and delicious on its own or with Princi™ food.



# ROASTERY & RESERVE BAR PROGRAM

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## APERITIVO

Aperitivo itself is both the Princi hand selected food menu and the light drinks meant to accompany them. “Aperitivo” means “to open” in Italian, meant to open a meal or the appetite. This idea realizes its fullest expression in the aperitivo culture of Milan, where aperitivo is a time of day that marks the opening of the evening. Aperitivo is the time to transition away from work and the everyday and into evening hours to spend with friends, family, and food. Aperitivo cocktails and snacks are an integral part of the Milano experience.



## DIGESTIVO

The farewell of the Princi Experience is enjoying a digestivo, typically enjoyed after an evening’s aperitivo hour, or a delicious meal. Our hand selected menu will bring this tradition to life.





## THE MIXOLOGY EXPERIENCE

As you learned in barista training, the Roastery is designed to be an immersive experience, engaging all your senses. It began with what you saw, heard, smelled and touched. The experience continued to what you tasted, and ultimately, most importantly, to how it made you feel.

Our customers will go on the same inspiring journey when they visit the Mixology and Princi™ bakery zones.

Now, let's explore how the design elements contribute to creating the *Roastery Experience* in Mixology. Then, we will look at store positions and how you will help cultivate a memorable, personal, curated journey for customers.

# MIXOLOGY EXPERIENCE

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Each site will have unique features. Customers may not notice every detail, but they feel the impact of the carefully curated atmosphere just as you have experienced as a partner and customer.



## STARBUCKS RESERVE COLD BREW BAR

This cold brew masterpiece allows customers to watch the brewing process as coffee and water become cold brew. This live brewing is theater at its best.



## DRAMATIC BAR TOP

Beautifully carved and honors the art, science and craft of mixology.



## ILLUMINATED SHELVING

Bottles are lit from above and below to create a warm glowing backdrop.

# MIXOLOGY CUSTOMER EXPERIENCE

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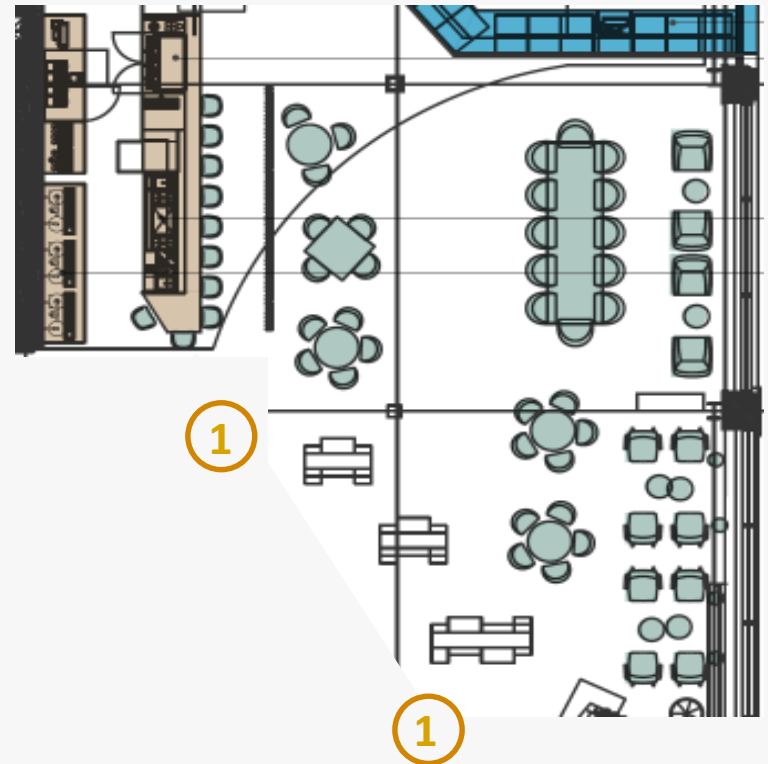
Let's take a closer look at the moments of connection and the customer's journey through the space.

## SET THE STAGE

However the customer enters the space, they are welcomed with an invitation to explore a curated mixology experience.

### 1. Welcome & Connect

The customer's Mixology experience begins at the bar where customers are welcomed, offered water and guided through the menu. The connection is exciting and genuine, and builds a relationship with the customer.



# MIXOLOGY CUSTOMER EXPERIENCE

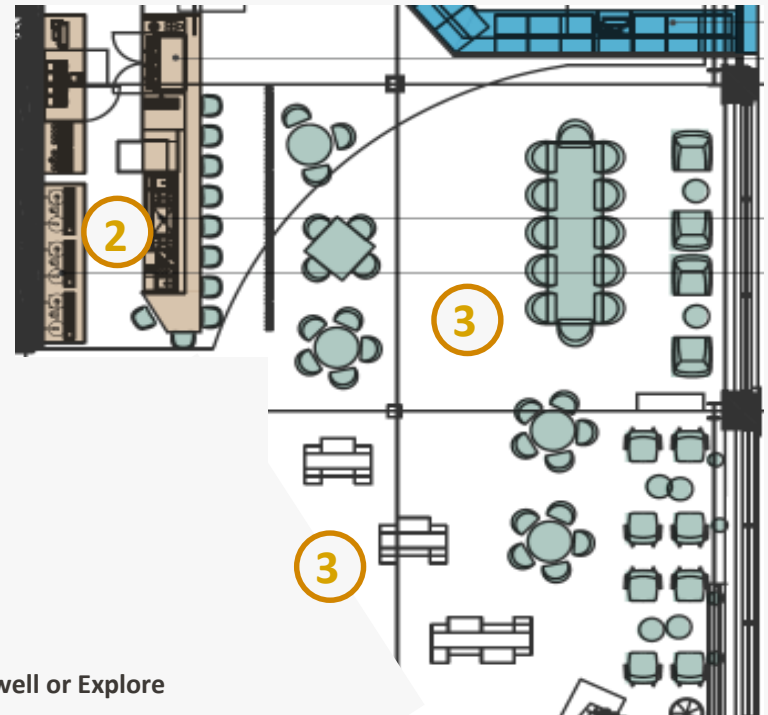
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## 2. Mixology Bar

At the bar, bartenders offer meaningful suggestions to build a singular guest experience. The bartenders create genuine moments of connection with our customers, every step of the way, from the making of the beverage through to the delivery of the beverage.

### Discover & Meet Needs

- Help customers navigate the menu and select the perfect beverage based on their experience thus far and their preferences
- Ask open-ended questions
- Showcase storytelling and mixology innovation when describing beverages to customers



## 3. Farewell or Explore

Make each customer's farewell feel as special as the welcome, providing incentives and invitations to return whether they leave or continue their exploration.

### Closing the interaction:

- Thank the customer and invite them to return or direct them to continue their journey



# MIXOLOGY AND PRINCI ZONE POSITIONS

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You were introduced to store positions earlier in your training. Now it is time to explore the specific positions in creating the *Roastery and Reserve Experience* in Mixology and how you will work with the Princi team.

## ZONE SUPPORT & ZONE SUPPORT WORKFLOW

The zone support partner is responsible for maintaining a streamlined workflow by supporting the bartender with assessing needs, and prioritizing and replenishing stock of the station. They are deployed to the main bar and will prioritize mixology bar support based on direction from the manager on duty.

The zone support workflow supports the bartender in ensuring production does not stall and customer focus is maintained by:

- Collecting specific needs from partner at station
- Replenishing stock
- Ensuring cleanliness and ambiance standards are maintained



# MIXOLOGY AND PRINCI ZONE POSITIONS

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## TABLE TOUCH WORKFLOW

The table touch partner is deployed to the lobby and is responsible for the overall cleanliness and ambiance in the cafe. This partner will pre-bus dishes from tables, initiate second service and prepare tables for new customers.

The table touch workflow introduces the service standards for this position and guides you through the tasks you will complete. Examples include:

- Initiating second service
- Bussing
- Cleaning glass
- Changing trash



# MIXOLOGY AND PRINCI ZONE POSITIONS

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## COMMESSA & RUNNER WORKFLOW

The commessa is exclusive to Princi and is responsible for delivering a unique food experience. Responsibilities include being an in-store food expert, completing second service, and delivering and presenting orders to customers in a meaningful way. The commessa and bartender will work together to deliver aperitivo food orders to customers.

The runner workflow introduces the service standards for this position and guides the partner through the tasks they will complete as runner. Examples include:

- Locating customers
- Handing off customer orders; including aperitivo beverage orders that have been ordered from the Princi™ bakery zone
- Identifying food items for customers
- Thanking customers



## WORKING TOGETHER

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Although each zone delivers a unique experience and has specific positions to support it, we all work together as a team. By working together, we will deliver an unforgettable experience for customers.

And no matter which position you are in, remember you are always responsible for the customer experience.

If you see something that is negatively affecting a customer's experience, own it and solve it.



# REVIEW

The Mixology Zone is a special place — from the hand selected product, to the specific store design elements, to the experience you create.

Working in the store positions, you will connect and empathize with customers, helping them experience and explore.