

Starbucks Barista



Employee Playbook Guide

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8:00AM-9:00AM

5/2/2014

Table of Contents

Table of Contents	iii
Starbucks Coffee Company	v
The Beginning of Our Legacy	v
The Two-Tailed Siren	v
Guiding Principles	v
Manual Purpose	v
Barista Expectations.....	3
Legendary Service	3
Dress Code	3
Personal Care and Hygiene.....	4
Required Knowledge and Abilities.....	4
Starbucks Playbook.....	7
Drive Through.....	8
Fresh brewed coffee, and hot tea station.....	9
The Coffee Routine.....	9
Oven and Pastry Station.....	10
Register	11
Iced and Hot Beverage Station	12
Index	13

Starbucks Coffee Company

Welcome to the Starbucks family! Congratulations on passing the certification to join our team of valued Starbucks partners. We are very proud to present you with a unique and diverse experience that will facilitate your genuine interest and growth as a Barista.

The Beginning of Our Legacy

With only a single store in Seattle, Washington's Pike Place Market in 1971, Starbucks managed to capture the heart of the world. We offered some of the world's finest fresh coffee and a place of warmth with a sense of community. Starbucks soon became a place not only for great fresh-roasted coffee, but for conversation, friendship, and inspiration. We now have over 18,000 stores in 62 countries and more to come! We hope to continue this legacy and provide you with a chance to help us expand and spread our values.

The Two-Tailed Siren

Located where your heart is on your green apron is a logo that symbolizes the seafaring history of Coffee and the strong seaport roots of Seattle. The 16th Century Norse twin-tailed siren is a personification of the great ocean and seas, she also symbolizes luck. This logo on your apron will serve as proof that you will adhere and hold the guiding principles of Starbucks true.

Guiding Principles

In order to establish Starbucks as the leading source of globally fine coffee, we follow the six guiding principles of our mission statement that help us make each and every single decision:

- Provide a great work environment and treat each other with respect and dignity.
- Embrace diversity as an essential component in the way we do business.
- Apply the highest standards of excellence to the purchasing, roasting and fresh delivery of our coffee.
- Develop enthusiastically satisfied customers all of the time.
- Contribute positively to our communities and our environment.
- Recognize that profitability is essential to our future success.

“At Starbucks, our mission is to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.”

Manual Purpose

The purpose of this manual is for you to understand the general expectations of Starbucks and outline the structure of your work environment. Our goal is to introduce you to what our expectations are of you as a Barista, and a partner. You will find in this manual our dress code, and customer service expectations. This manual will also outline your store, and the five stations you will be assigned to.



Barista Expectations

Legendary Service

As a Starbucks Barista, you will provide legendary customer service to customers with quick friendly service, high quality beverages, and a clean relaxed environment. With every cup of Starbucks comes service that will make a human connection, from you, to your customer.



Dress Code

As a partner and Barista of Starbucks, you are the first impression customers will have of our company, and store. Whether you are on the bar making beverages, on the pastry case, or on the register, your appearance is critical to you and this company success. The basic uniform requirements for a starting Barista are:

- A Starbucks Apron
- A Black collar Shirt
- Black, or khaki pants
- Black Safety shoes
- Your name tag

Anatomy of a Barista



You might see that your shift supervisor, or store manager are wearing different uniforms, but with time and prestige comes benefits. When you get promoted to a shift supervisor, you will be provided with a white collar customized Starbucks shirt. Have you seen those Baristas that wear a black Starbucks apron? If you pass a rigorous test that can be given by your store manager going over all things coffee, you can be certified as a Coffee Master.

Personal Care and Hygiene

Our stores are located all over the globe, cross sectioning a plethora of cultures. In order to be non-offensive, we will change our dress codes to respect this, but this manual will focus on your standard American Starbucks. The following personal modifications should not be seen while on shift:

- Tattoo's or any other intentional bodily markings
- Piercings other than one hole ear piercing
- Hair color other than normal human range
- Unnatural nail color, or facial customizations

You are also required to groom daily and maintain good hygiene, with just a touch of professionalism. Now that you know our dress code, and expectations let's start with your in store training!

Required Knowledge and Abilities

As a Barista, you will need to use your strong interpersonal skills and ability to understand oral and written instructions to ideally interact with your partners, and customers. There are times when your store will get intensely busy. To handle moments like this, your strongly organized store, and complacency to work as a team with your partners and customers will benefit you greatly. You will follow the Starbucks Playbook.



Starbucks Playbook

Playbook was designed to have at least four crew members to fully function. You and your partners, including your supervisor will each have a station to take charge of. Your supervisor will be floating occasionally to see that playbook is carried out successfully. Here are the different stations inside your typical Starbucks café:



At the beginning of each shift, your supervisor will have a team meeting and assign each crew member to their delegated positions. The supervisors will fairly assign crew members to stations, excluding bias. Supervisors will use their personal interactions with crew members as a basis to assign positions so that each crew member will be assigned to the station that will bring the best of their abilities forward.

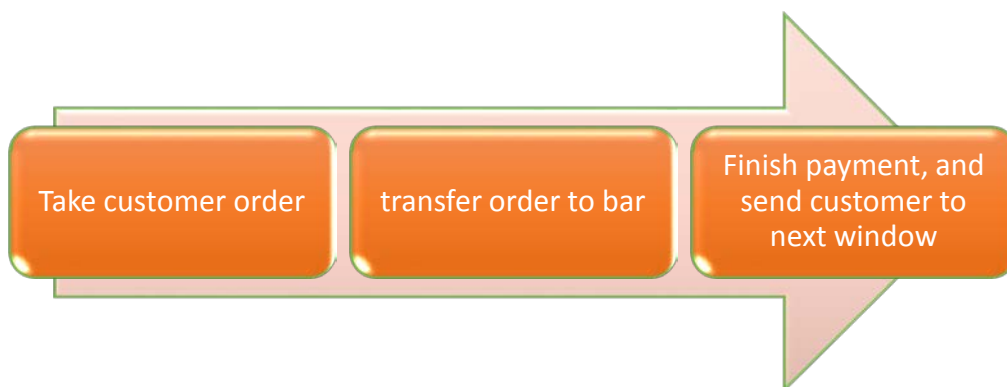


Drive Through



Getty Images

You are the Barista in charge of handling our new convenient, technology based customer drive through experience. One of our more recent additions into select stores, our drive through training requires a change in our usual barista to customer routine. In order to leave our drive through customers with a lasting positive experience, your utmost aim is to be efficient, quick, and welcoming. You will greet and treat your customers with the Starbucks standard. Your responsibilities are:



You will warmly take the customer's order, and help them make their decision if needed. The customer will be given your individual time, regardless of the chance of scenario. After the customer has ordered, you will then proceed to write their cup, and transfer the order to the bar. If the customer has ordered any pastries, you will send the order to your partner in charge of pastries, but personally hand the order to the customer. After you have taken the customer's payment, you will send them to the next window to wait for their beverage. Your role is essential, in that your station might be one of the busiest because of its convenience this day and age.

Fresh brewed coffee, and hot tea station



This station is the heart of Starbucks. The Coffee station is where we keep our daily brewed coffee that is of the highest grind, quality, and taste. You will have three Coffee machines in your charge, each with its own roast. You are expected to freshly brew the daily dark roast, medium roast, and blond roast. Your supervisor will tell you what is the daily choice of coffee, but you are in charge of carrying the most important part: the brewing process.

The Coffee Routine

To maintain optimal fresh taste and caffeine content of coffee, you are expected to follow the coffee routine every 15 minutes. You are given a personal timer to carry with you everywhere, so that you will remember your assignment. When the time alerts for your dark roast coffee, for example, you will follow these guidelines:

1. Reset the timer
2. Grind the dark roast coffee choice of the day
3. Pull out the Coffee pot, place it over a sink, and empty contents
4. Run water inside to clean out old coffee
5. Place coffee pot back
6. Empty contents inside filter, replace filter, and pour ground coffee into it
7. Press the start button on the coffee machine

The coffee routine is a very critical part of maintaining customer satisfaction, and product quality. Since you are in charge of the Coffee routine, you are also in charge of cleaning the Condiment bar located next to the store. You will empty the trash, clean the tables, and provide a clean environment. You are in charge of changing the milk at the station every 4 hours. It is important that you properly wash the milk containers. You are also in charge of stocking the sugars, napkins, and condiments.

Oven and Pastry Station



The pastry station is where we keep our accessible to go products such as our bottled beverages, sandwiches, pre-manufactured products. We also carry bagels, and heated products here. In this station, you are in charge of:



Some customers will want their sandwiches or pastries heated, so you have an accessible oven to help you. There are special instructions and safety guidelines you will follow for the oven that your supervisor will personally train you on. In order to hygienically handle customer pastry orders, you will:

1. Identify which pastry was ordered
2. Use provided pastry sheet to pick up pastry
3. Place pastry inside brown pastry bag
4. Hand to customer and thank them for their patronage

You are also in charge of keeping the pastry case and the to-go case stocked, clean, and presentable at all times.

Register



You are the frontline of our mission. When you are on the register, you have the most power and one on one interaction with incoming customers. Because of this, you are a charismatic, energetic, and helpful partner who has great social skills. The register is where you will take the customers' orders, and answer any questions they might have about our products. Your duties on the register are:



With your great communication skills, and a helpful attitude, you will personify our mission statement. Customer satisfaction is of utmost importance, and you can help us achieve this. Your supervisor will give you personal training on the register machine since they vary from store to store, but you will follow these general basic guidelines:

1. Greet customers and welcome them to Starbucks
2. Take their order
3. Write cup order and pass it to bar
4. Take pastry order and send off to pastry station
5. Finish transaction, and leave customer with a farewell greeting

Customers might ask you how a certain drink tastes, or questions about which coffee to pick, but with your previous training, you are more than equipped to answer these questions. Sometimes you will deal with customers who need other kinds of assistance. If a customer asks to have a drink remade or pastry reevaluated for taste, you will handle these minor problems.

Iced and Hot Beverage Station



Your station will leave the final touches of the Starbucks experience, and the longest lasting impression: Drink quality. You are in charge of making the drinks in a prompt gentle manner while maintaining its superiority. Starbucks is very proud of the diverse array of drink products we have to offer, whether espresso, or iced. There is an entire drink menu provided to you for your review, and every barista will be certified to make certain drinks before they will be considered crew members. Your assignment is as follows:



There will be two of you on the bar to separately handle iced drinks, and hot drinks. Your team work can help you both achieve a mutually comfortable work environment. You can always ask your crew members how to make a certain drink, or clarify any confusion over special orders. The general steps in making a drink are:

1. Read customer order carefully
2. Send to ice bar if iced drink, or take it to your station if hot drink
3. Prepare milk, and drink in whichever way desired
4. Hand off at the bar to customer
5. Greet customer and thank them for their patronage

Your station is very critical in that it plays a direct role in customer satisfaction. With your advanced beverage making skill, you will leave the customer with a final satisfied transaction and order

Index

16th Century Norse twin-tailed siren, *v*
bar, *3, 8, 9, 11, 12*
Barista, *1, iii, v, 3, 4, 8*
customer, *v, 3, 8, 9, 10, 11, 12*
Guiding Principles, *iii, v*
legendary customer service, *3*
Playbook., *4*
Seattle, Washington's Pike Place Market, *v*
Starbucks, *1, iii, v, 3, 4, 7, 8, 9, 11, 12*
Supervisors, *7*
team work, *12*