



ESPRESSO AND FRAPPUCCINO[®] BLENDED BEVERAGE

Branding Requirements and Setup Guidelines

FOODSERVICE

Updated May 2024

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Thank you for choosing Starbucks and taking the time to ensure you're optimizing the customer experience. We have developed these easy-to-follow branding requirements, beverage and setup standards to give you the tools to deliver confidently and consistently on the promise of the Starbucks brand and quality in the cup. Take some time to review these requirements to ensure you're delivering the experience customers expect while maximizing your sales.

Taken from our years of retail experience, the station layout guidelines will provide a visual representation of optimal espresso and blended beverage setup, to help you run your operation as efficiently as possible. This includes recommendations for placement of equipment, supplies, smallwares and ingredients to achieve the correct flow, standard beverage build and consistency. The branding requirements will also provide visual representations of authorized and unauthorized use of branded materials, such as signs, menu boards, posters and counter cards to ensure appropriate use of the We Proudly Serve Starbucks™ (WPS) logo and brand identity.

The branding requirements and beverage standards in this manual are intended to preserve the brand promise of Starbucks and the heritage entrusted to those who market the brand. Space variations will exist from location to location based on the build of the cafe, size and beverage offerings. Follow the station layout guideline and adjust as needed based on your space and design. **Branding requirements and beverage standards must be followed across all locations.**

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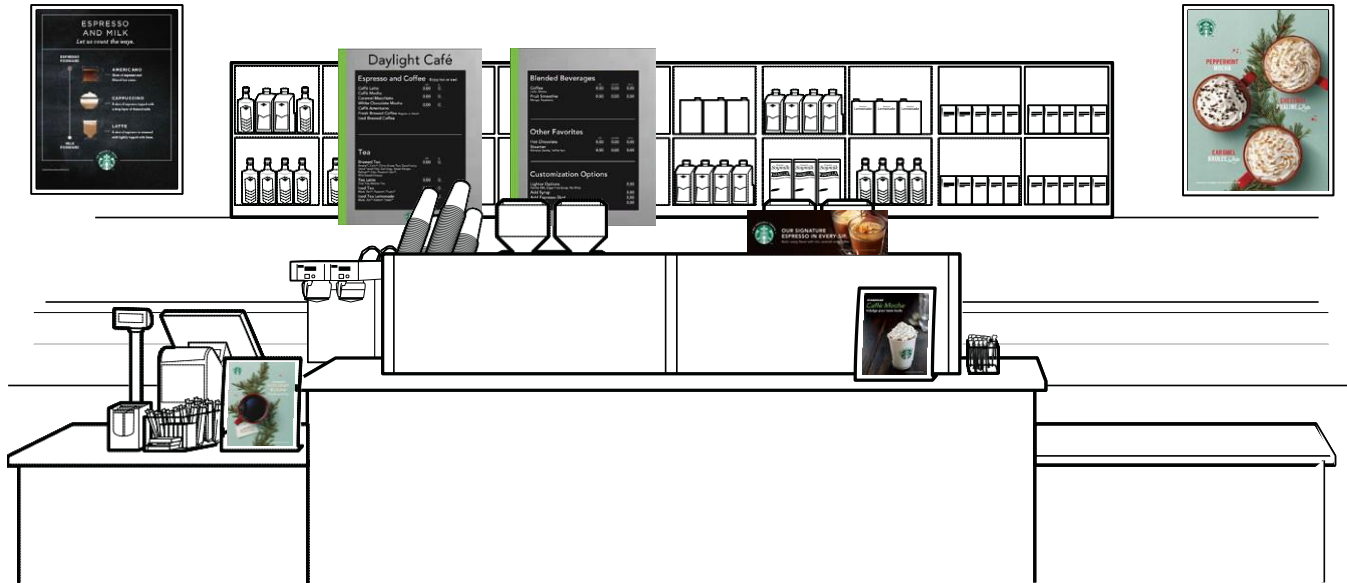


**BRANDING
REQUIREMENTS**

The following pages will feature how to use branded elements, placement and maximum allowance



DAYLIGHT CAFÉ



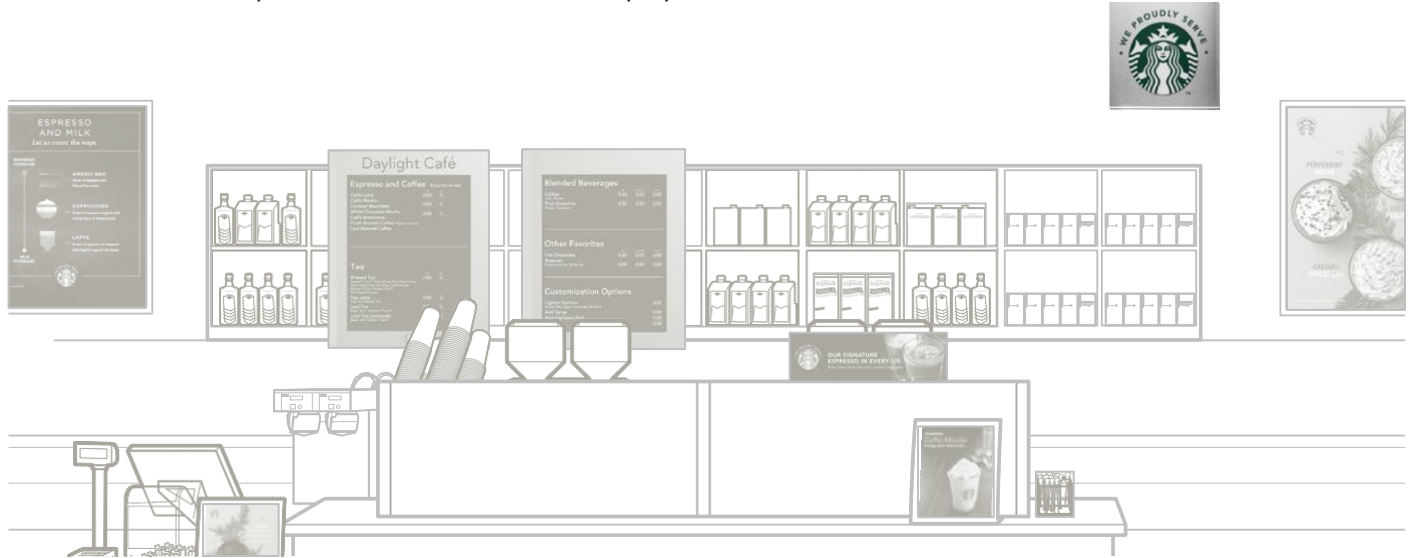
In order to promote your relationship with Starbucks, while setting appropriate customer expectations, please ensure you're following We Proudly Serve Starbucks™ logo requirements when setting up your espresso location. Correct sizing of the We Proudly Serve Starbucks™ logo to your location logo ratio along with placement in the café is key. Current requirements are available at <https://nestlecoffeepartnerssl.com> to ensure customers approaching your venue understand that it serves Starbucks® coffee, but is not a Starbucks® retail location. This may help to avoid confusion over promotional offerings or payment features that are specific to Starbucks® retail stores, and ultimately contribute to a better experience for your customers.

In this section you'll find requirements for branding your espresso café with illustrations and photos of authorized and unauthorized placements, how and where to use WPS Starbucks™ branded signs, plus seasonal and core point-of-sale marketing.



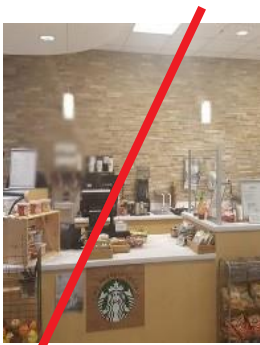
Wall Signs

To promote that your cafe serves Starbucks® coffee, please use up to one We Proudly Serve Starbucks™ wall sign. Alternatively, an operator may create their own wall sign featuring the WPS Starbucks™ logo in place of our WPS Starbucks™ wall sign, provided it follows the Logo Requirements and approval process. Please see "Custom Materials" on page 13 for more details. WPS Starbucks™ wall signs can only be mounted to the wall and are not permitted for use on the front of espresso machines or counter displays.



Don't

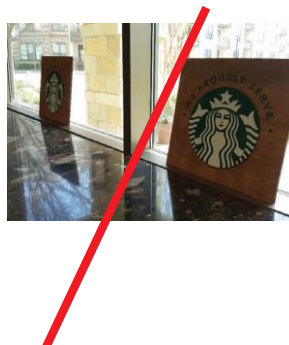
Place on front paneling or in front of counter.



Place on espresso machines or registers.




Place where operator identity is not visible.



Place on or facing the exterior of the location.



Image	SKU	Description
	12421298	WPS Starbucks™ Wall Sign (17"W x 16"H)

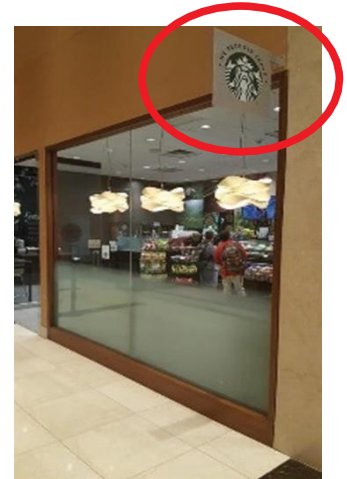


Blade Signs

To help drive customer traffic to your cafe when the location is not immediately visible, use up to one blade sign as a wayfinder from each direction where customers will approach your operation. Blade signs may be used in addition to a single wall sign following proper placement requirements.

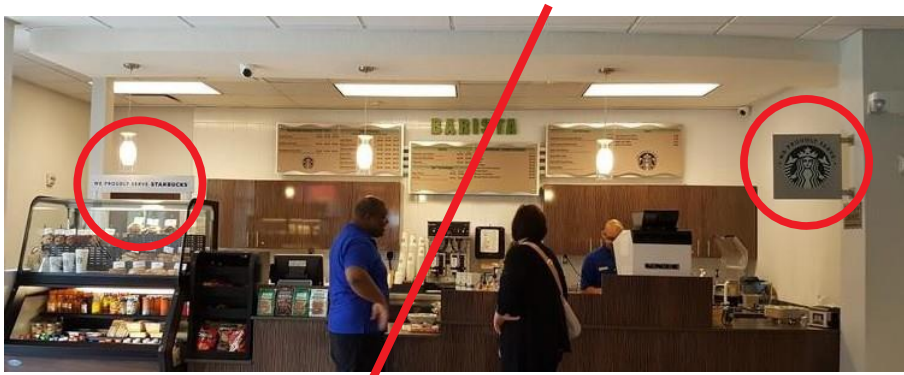
Do

Mount down hallways, in a location where one cannot see the café directly.



Don't

Use as additional branding signage within direct proximity of café.



Use as exterior signage to location at street front.

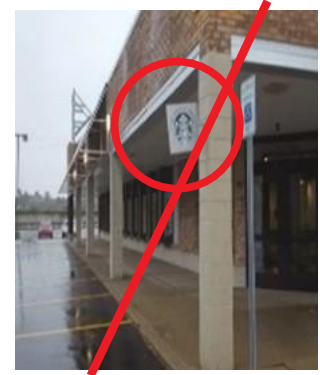


Image	SKU	Description
	12420959	Vertical Blade Sign (6.5" x 33.5")
	12420957	WPS Starbucks™ Small Blade Sign (12" x 12")

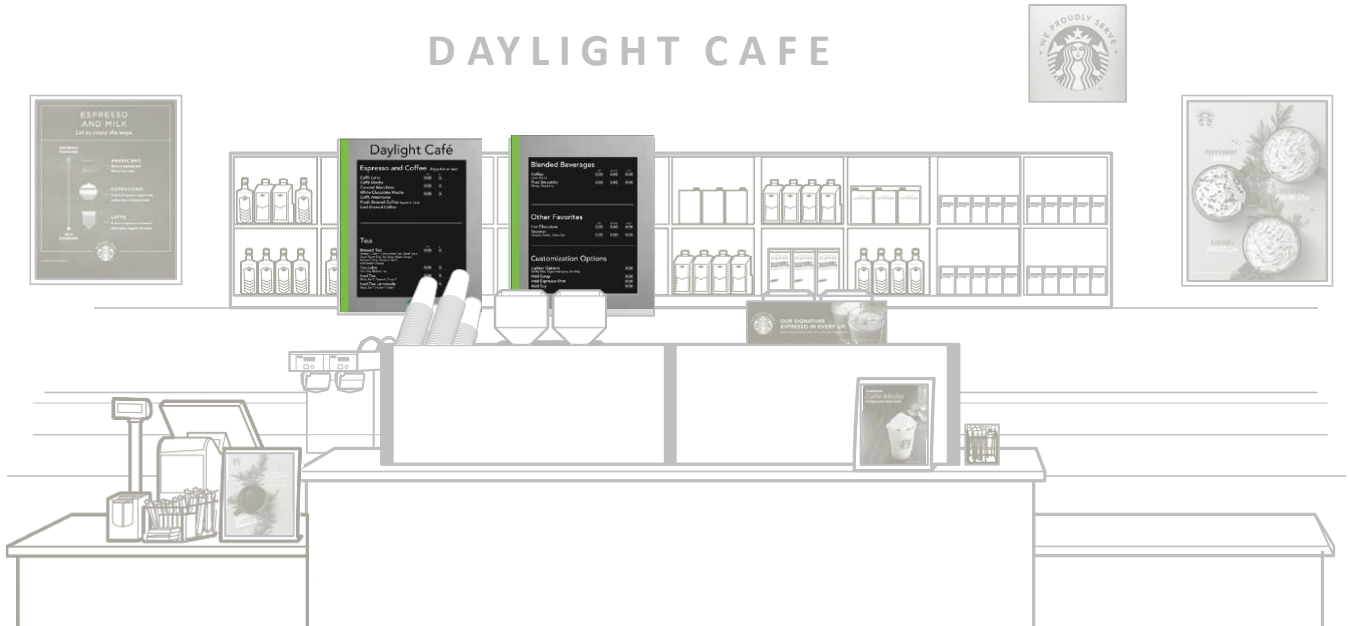
BRANDING REQUIREMENTS FOR YOUR ESPRESSO CAFÉ



WPS Starbucks™ Espresso Machine Sign

The WPS Starbucks™ Espresso Machine Sign was created to promote your premium espresso offering and designed to sit in front of the espresso machine hoppers. If espresso machine is on the back bar, place sign near POS or adjacent to espresso machine. Maximum of one sign per espresso café.

Image	SKU	Description
	12421241	WPS Starbucks™ Espresso Machine Sign: 12.8" x 5", includes easel back or double-sided tape for adhering to surfaces



Starbucks approved menu board vendor

Visual Graphic Systems (VGS) offers a variety of options from printed to digital branded menu boards. VGS templates provide approved branding and recommended beverage offerings for your espresso café.

Convenient online ordering allows operators to view, format and complete orders online. VGS Online Ordering: <http://vgsonline.com/Starbucks>

Custom Menu Boards

Visit our Customer Portal for digital and self-print menu templates: <https://www.nestlecoffeepartnerssl.com/operator-brand-experience-toolkit>

Menus created outside of VGS must follow the "Starbucks Foodservice Menu Board Requirements"

ALL MENU BOARDS MUST BE APPROVED PRIOR TO EXECUTION.

To request approval, please fill out the FS Marketing Review and Approval Form at

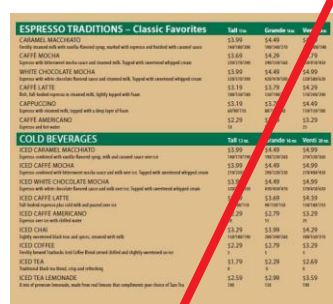
<https://www.nestlecoffeepartnerssl.com/operator-brand-experience-toolkit/submit-marketing-for-review-approval>

Don't

Include the We Proudly Serve Starbucks™ logo without also including operator's name or logo.



Have the We Proudly Serve Starbucks™ logo larger than ¼ the size of your location's logo.



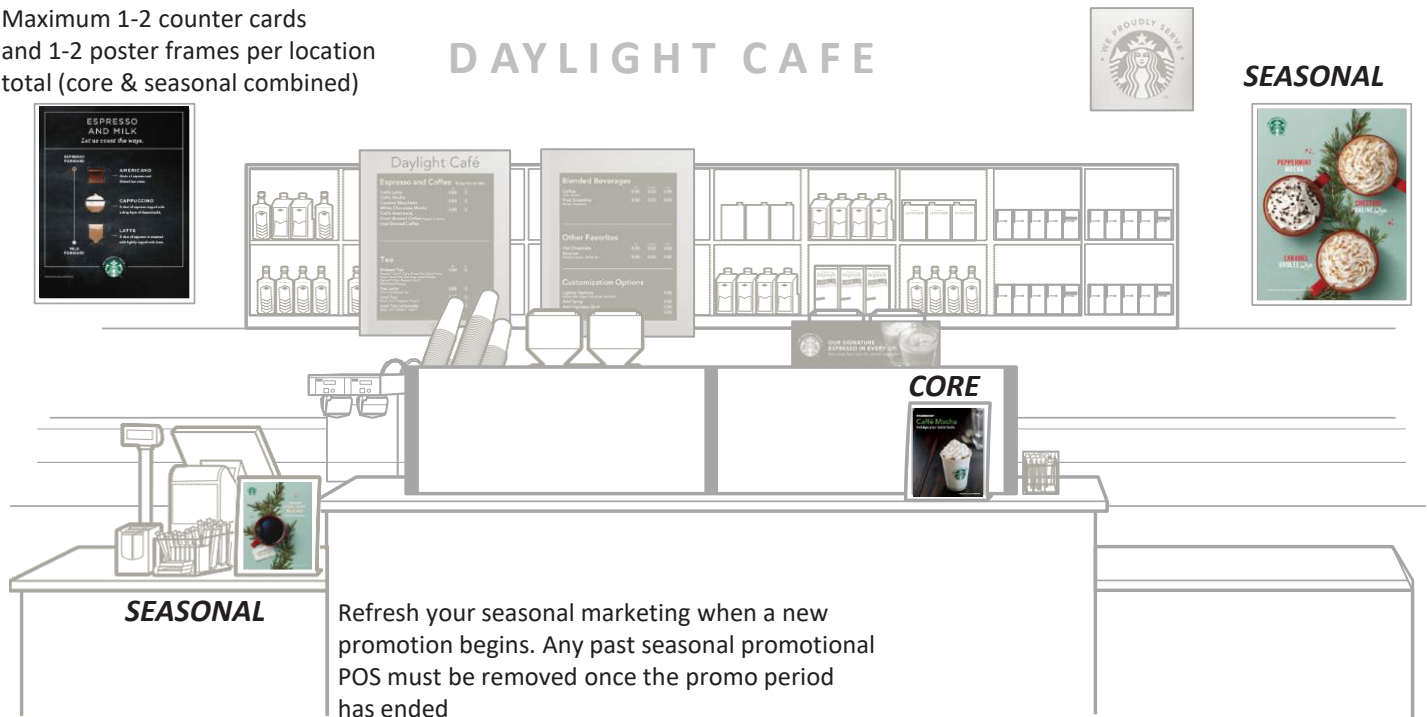


Core and Seasonal Marketing Point-of-Sale

Ensure you're set up to receive our seasonal marketing automatically to help drive business year round and generate awareness for the latest limited time offerings. Posters and counter cards are available for seasonal and core espresso and blended beverages.

CORE

Maximum 1-2 counter cards and 1-2 poster frames per location total (core & seasonal combined)



Refresh your seasonal marketing when a new promotion begins. Any past seasonal promotional POS must be removed once the promo period has ended

Posters

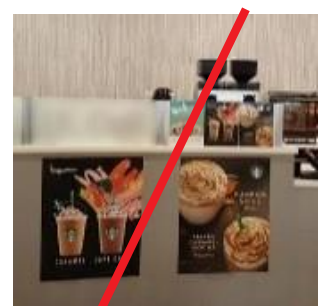
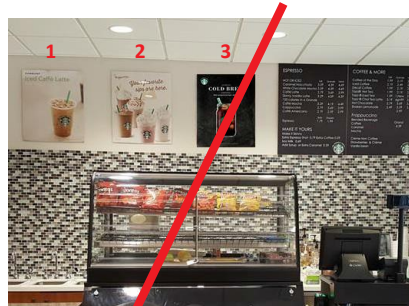
Do

- Mount posters to walls using frames.
- Use one for core marketing and other for seasonal marketing.



Don't

- Exceed 2 posters mounted to walls.
- Hang in exterior windows.
- Hang outdated marketing.
- Use chipped or cracked frames – these should be replaced.
- Tape posters in front of casework.



BRANDING REQUIREMENTS FOR YOUR ESPRESSO CAFÉ



Counter Cards

DAYLIGHT CAFE



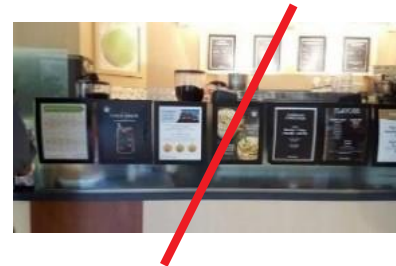
Do

- Place in customer view/sight prior to ordering.
- Use one for core marketing and other for seasonal.
- Ensure current promotion is always on display. Ensure counter cards are in frames.



Don't

- Line up multiples side by side.
- Exceed two 8.5. x 11 counter card frames.
- Display out of date marketing POS or counter cards.



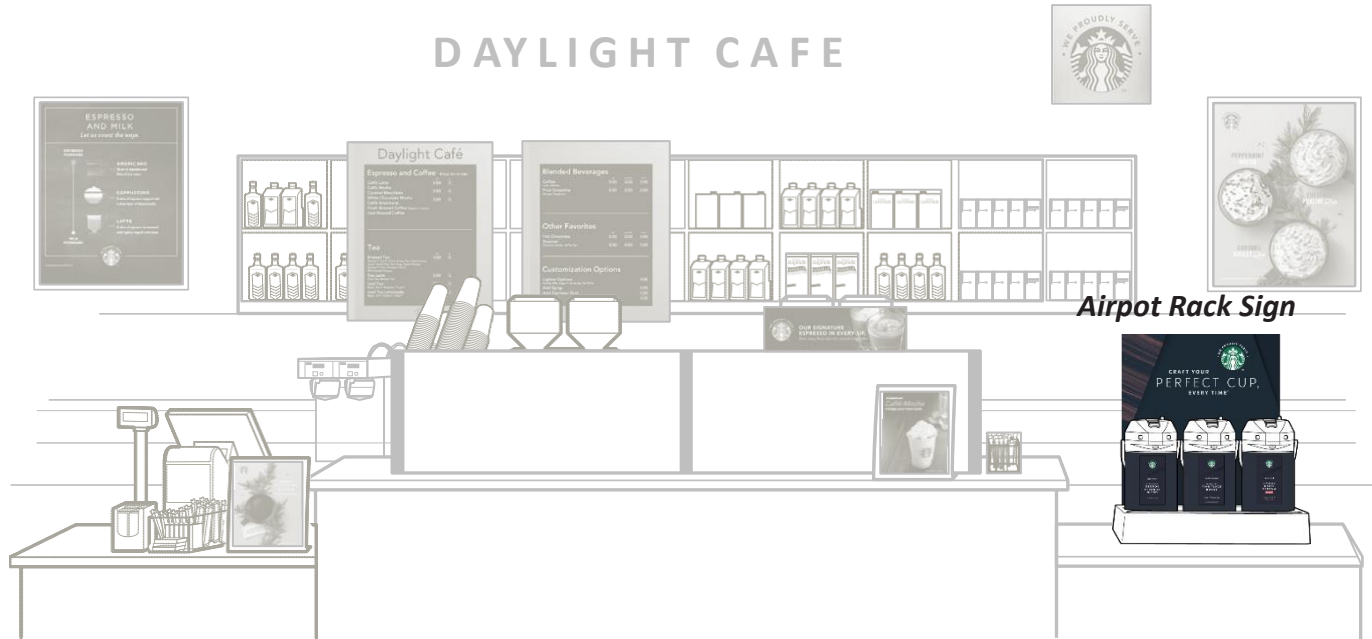
Marketing POS Sign Holders

Image	SKU	Description
	12420661	8.5" x 11" Sign Holder/Chalkboard
	12421314	22" x 26" Poster Frame



Airpots & Airpot Rack Signs

We have developed signage to help your customers identify that you serve Starbucks® brewed coffee. The airpot rack sign is specifically designed for use with the three hole airpot rack fixture. Airpots and airpot rack sign can be displayed as self-serve on front counter or behind the bar on back counter.

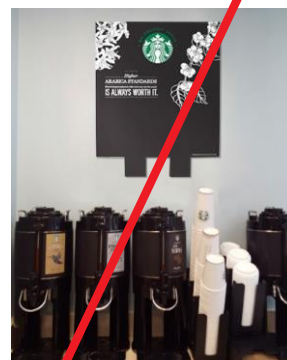


Don't


Use back panels with an airpot setup.



Affix signs to the wall.



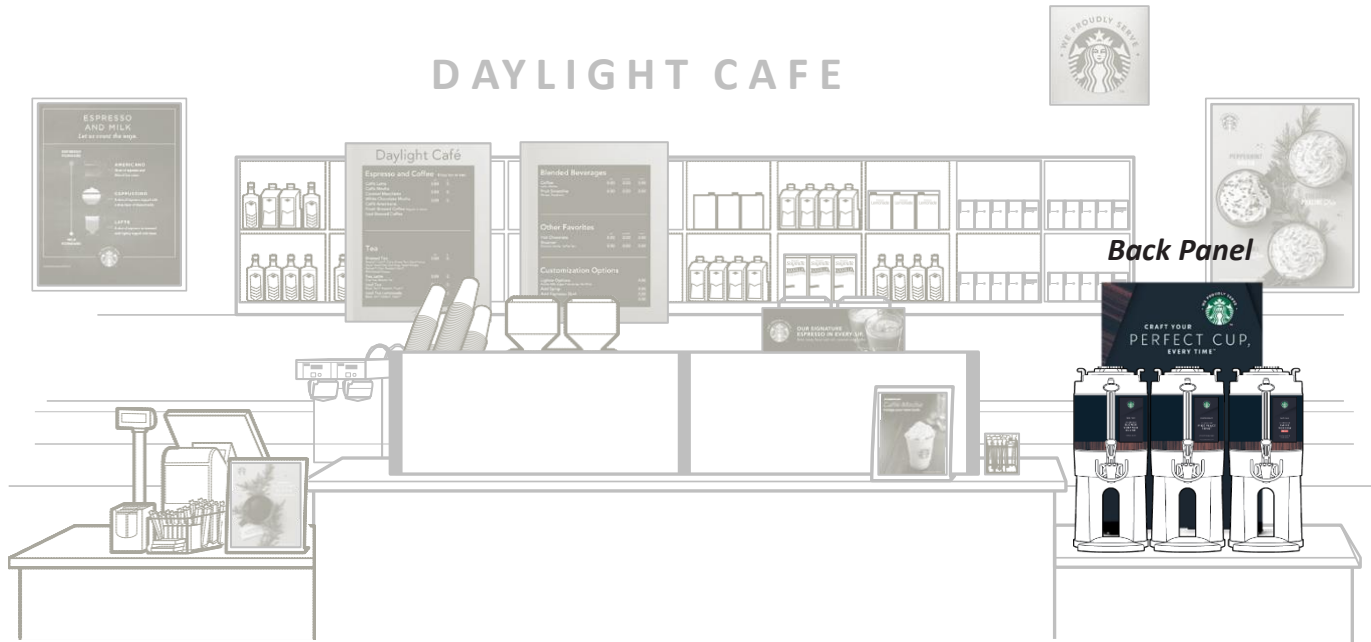
Airpot Rack Sign

Image	SKU	Description
	12438710	WPS Starbucks™ Airpot Rack Sign (22" w x 27.5" h)



Shuttles & Back Panels

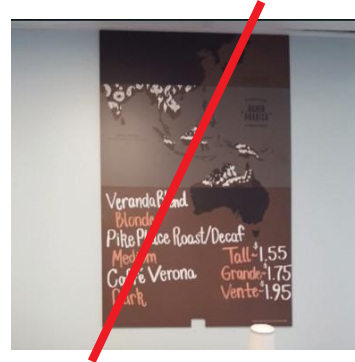
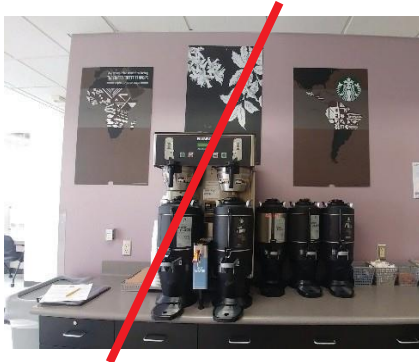
We have developed signage to help your customers identify that you serve Starbucks® brewed coffee. The back panels are designed for use with our shuttles - use 1 to 3 back panels depending on space available. Shuttles with back panels can be used on front counter as self-serve or on back counter.




Don't

Mount to walls, suspend from ceiling, or alter in any other way

Display without shuttles.



Back Panels

Image	SKU	Description
	12438612	WPS Starbucks™ Back Panels (70.5”w x 36”h)



Custom Materials

Custom materials created by the operator must include the operator's name or logo as the primary means of identification, with the WPS Starbucks™ logo or wordmark no larger than a 1/4 the size of the operator logo. The WPS Starbucks™ logo or wordmark may never be used independent of the operator logo on custom pieces, used without the We Proudly Serve text or altered in any way.

The priority of the branding should always be the locale's name and execution rather than Starbucks. This helps ensure you're setting the right expectation and experience for customers visiting your operation. At no time, should the Starbucks provided branded marketing materials be altered outside required execution - i.e. do not cut to fit area/shapes. Prior to creating custom materials, please consult our Logo Requirements.

ALL CUSTOM SIGNAGE MUST BE APPROVED PRIOR TO EXECUTION.

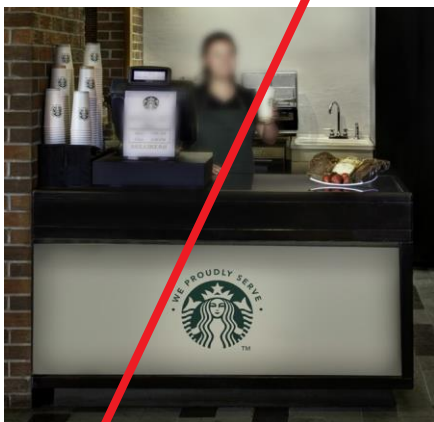
To request approval, please fill out the FSMarketing Review and Approval Form at <https://www.nestlecoffeepartnerssl.com/operator-brand-experience-toolkit/submit-marketing-for-review-approval>

If final designs have not been submitted for review or are used without our approval, the operator will be responsible for removing unauthorized materials or correcting any mistakes at their own cost.

Visit our Customer Portal Operator Brand Toolkit for additional assets and requirements for creating marketing materials: <https://www.nestlecoffeepartnerssl.com/operator-brand-experience-toolkit>

Don't

Incorporate the We Proudly Serve Starbucks™ logo into your signage without also including your operation's own logo.



Alter Starbucks provided branded marketing outside required execution, i.e. do not cut to fit area or shapes.










Use old "We Proudly Brew" branding or use Starbucks® retail signage or logo.



SUMMARY OF BRANDED MATERIALS



The below chart provides a high level summary of the various marketing materials and appropriate usage. For more detailed information on each tool, please reference the appropriate corresponding section.

Tool	Maximum Use	Key Notes
Wall Sign 	1	Must be mounted to wall
Blade Sign 	1 from each direction	May only be used when café is not immediately visible
Espresso Machine Sign 	1	Place near espresso machine
Menus 	-	Use templates provided by Nestle Professional Solutions or approved menu board vendor – VGS. Access here
Posters 	2	Must be current and mounted to wall
Counter Cards 	2	Must be current – use one for core message and one for seasonal marketing
Airpot Rack Sign 	1	May only be used with airpot rack; cannot be affixed to wall
Shuttle Back Panel 	1 - 3 Panels	Use combination of 1 to 3 panels based off of size available. Panels used behind coffee shuttles only. Not affixed to the wall
Custom Materials	-	Must follow logo requirements and be approved through FSMarketing

OUT OF DATE SIGNAGE



Dos & Don'ts with Inline Expression signage

Our Inline Expression (navy and wood) marketing is the current branding for We Proudly Serve Starbucks™ locations. This branding should be used for account refreshes and new openings. The Chalk Coffee Cherry/Coffee Belt branding is acceptable so long as it is not mixed with the new marketing.

OK

The chalk coffee cherry signage is still acceptable to use in existing locations.



Don't

The coffee cherry chalk signage CANNOT be mixed and matched with inline expression signage.



Don't

Any signage with the We Proudly Brew logo or other old design is out of date and must be replaced with current We Proudly Serve Starbucks™ marketing. The images below will help you identify signage that is out of date.

Old Logo

We Proudly Brew
STARBUCKS COFFEE



Old Decals



Old Branded Signage



Old Back Panels



Old Wraps



**BEVERAGE STANDARDS,
STATION PRINCIPLES
& TIPS**

The following pages will provide key resources for preparing and setting up your cafe for execution



Customers are drawn to visiting your location because of their familiarity with the Starbucks brand and experience. Preparing and delivering a consistent beverage is key to delivering the *Starbucks Experience*.

Our **We Proudly Serve Starbucks™ Beverage Manual** provides recipes and ingredients that are consistent with our Standards document and support our Quality Assurance requirements. All Starbucks handcrafted espresso, Frappuccino® blended beverage and tea beverages that are listed on menu boards under the We Proudly Serve Starbucks™ logo are required to be prepared using these recipes and ingredients. Following these standards will benefit your operation and help meet your customer's expectation during their visit.



We Proudly Serve Starbucks™ recipes use proprietary Starbucks® coffees, Starbucks® non-dairy alternatives, Teavana® teas, Fontana® beverage and other required ingredients (which may be modified at any time by Starbucks in its sole discretion). No other products or ingredients may be substituted.

Key Components of We Proudly Serve Starbucks™ Beverage Standards

- Fontana® Sauces & Syrups
- Frappuccino® Blended Beverage Coffee & Crème Syrups
- Frappuccino® Roast Soluble Coffee
- Teavana® Filterbag
- Starbucks prepared whipped cream - Prepared by WPS Starbucks™ recipe standard
 - o Fontana® Vanilla Syrup
 - o ISI Whipped Cream Dispenser & Chargers
- Starbucks® Non-Dairy Alternatives – almondmilk, coconutmilk, soymilk, oatmilk
- Starbucks® Lemonade
- Starbucks® Espresso Roast
- Starbucks® Cold Brew
- Starbucks® Matcha
- We Proudly Serve Starbucks™ Beverage Resource Manual

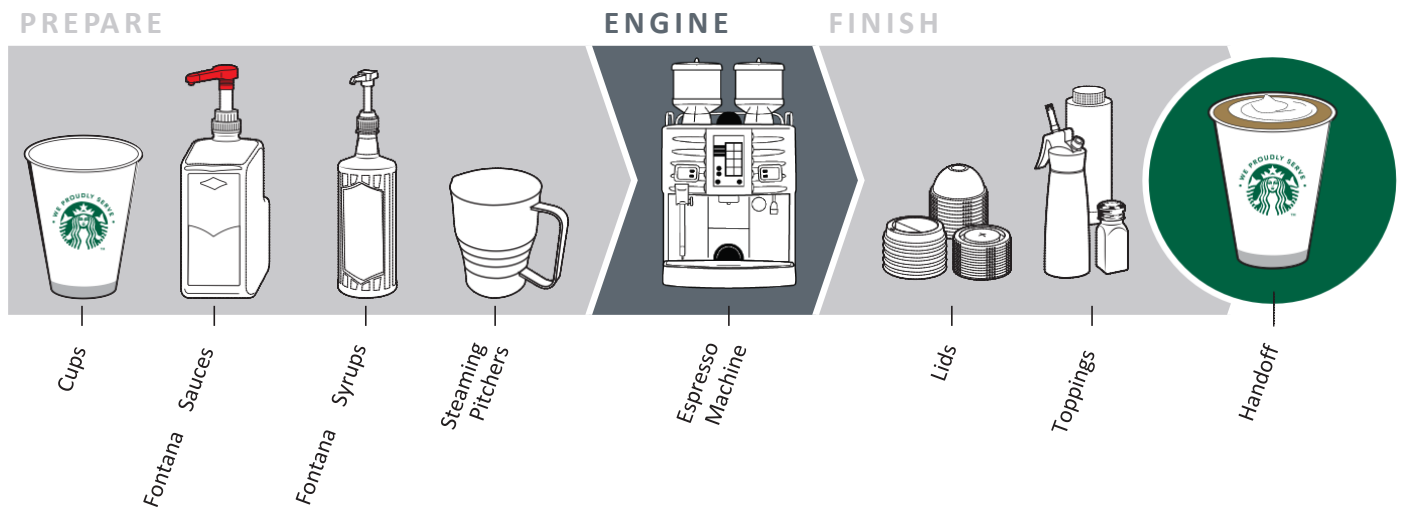


ESPRESSO STATION PRINCIPLES

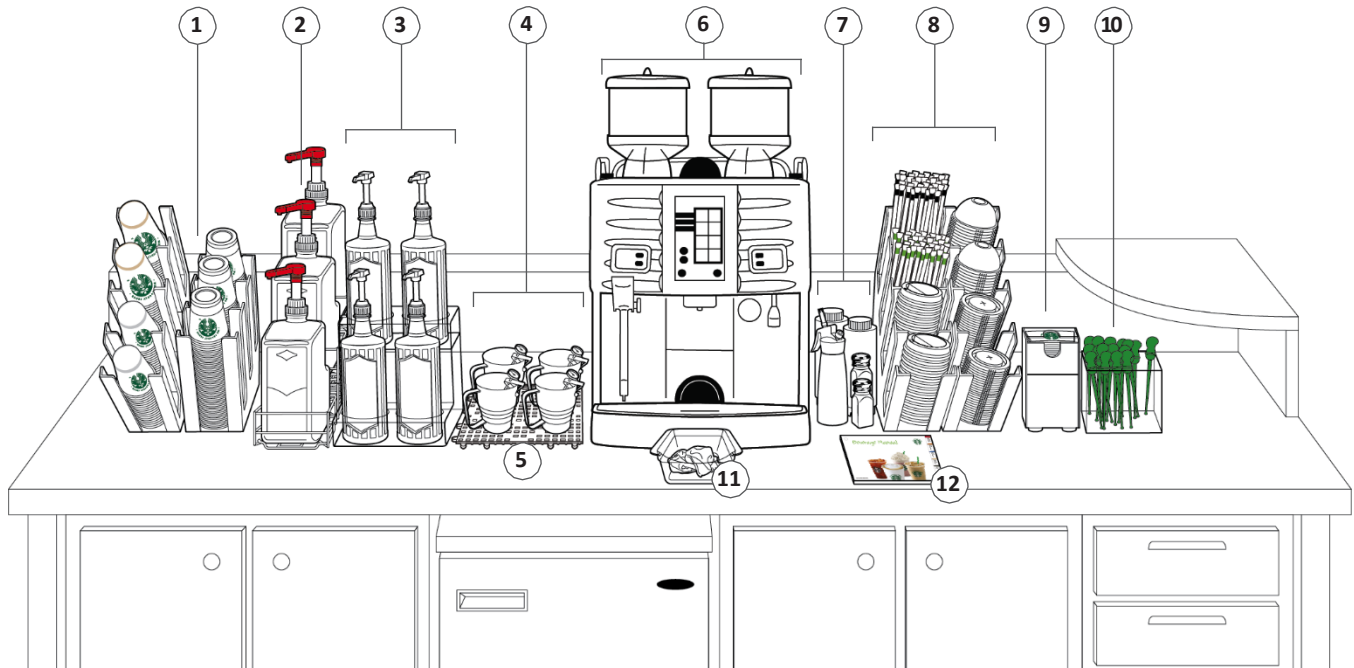


The setup examples illustrated in this guide are designed to facilitate the correct flow when preparing a hot or iced espresso beverage—from ordering to handoff to the customer.

Following this flow will help ensure consistent and efficient beverage preparation time after time. Your setup should align with how the beverage is prepared on the recipe cards.



BASIC ESPRESSO BAR SETUP



Number	Recommended Qty	SKU	Description
1	1	12420740	4 hole: Hot (8, 12, 16, 20 oz.)
	1	12420739	3 hole: Cold (12, 16, 24 oz.)
2	6	12420825	Wire stacking baskets for Fontana® sauces and bases
3	Varies	12434003	4 hole syrup holder
		12420671	5 hole syrup holder
4	4-5	12420893	Steaming pitchers
		12421272	Serving spoon
		12420901	Thermometer
5	1-2	12420666	Dry Dek tiles (12x12) for steaming pitchers
6	1	N/A	Espresso Machine
7	1-3	12421150	Squeeze bottles
	1-2	12420656	Whipped cream dispenser
8	1-2	12420740	4 hole: Hot (8 oz., 12-20 oz., Venti straw, Grande straw) 4 hole: Cold (12 oz. flat, 16-24 oz. flat, 12 oz. dome, 16-24 oz. dome)
9	1	12420741	Sleeve holder—vertical
10	1	12420838	4x4 plexi—splash sticks
11	1	12420733	Wiping cloth sanitizer container
12	1	N/A	We Proudly Serve Starbucks™ beverage resource manual

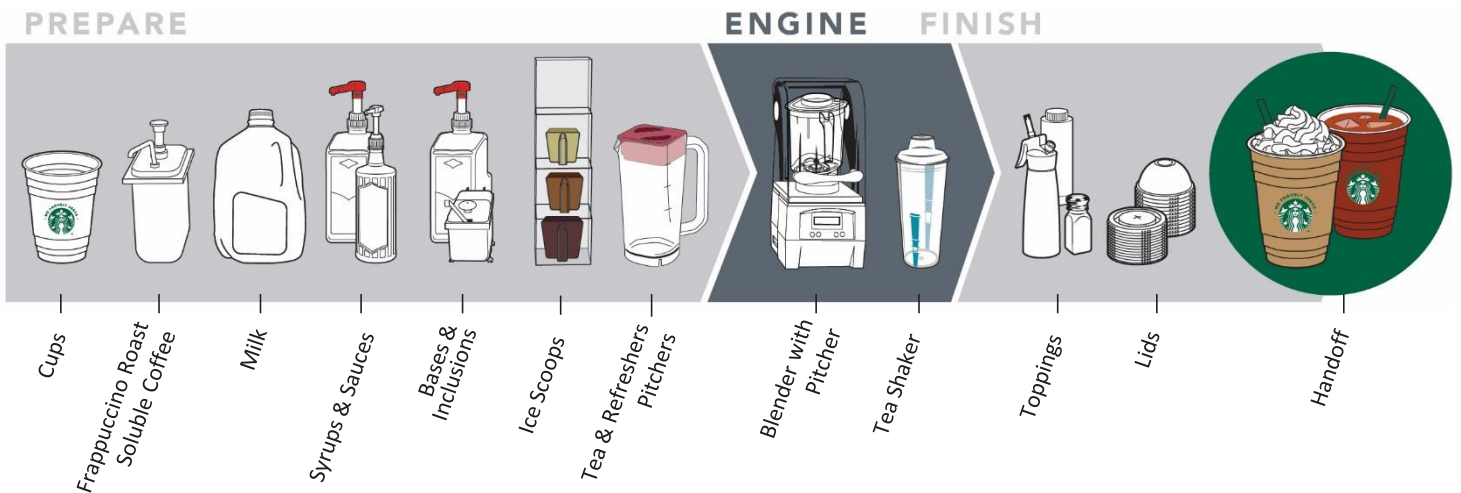
Setup above requires minimum of 5 feet of counter space. If you have less space, you may need to stack or position products and smallwares differently while maintaining recommended order.

COLD BEVERAGE STATION PRINCIPLES

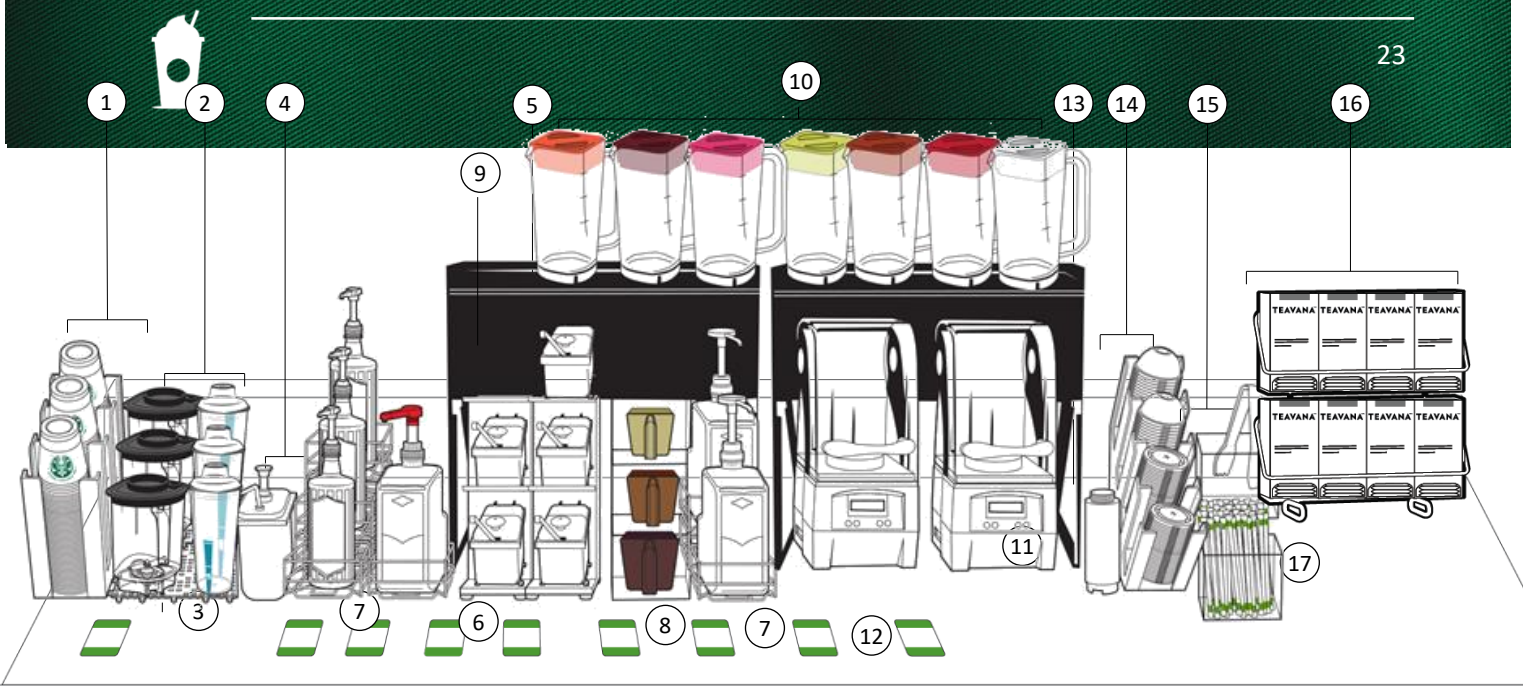


The flow and setup of a the Cold Beverage Station will follow similar principles as an espresso setup and should still follow the natural progression of beverage preparation.

However, space may be limited at times, and while you may have to get creative with your unique setup, the goal should be to keep the same general flow.



COLD BEVERAGE STATION SETUP



Numbers in this image correspond to the SKUs listed in the SKU Glossary

#	Recommended Quantity	SKU	Description	#	Recommended Quantity	SKU	Description	
1	1	12420739	3 section cup holder— 12, 16, 24 oz. cold cups	10	4-7	12420601	2 Liter Iced Pitcher	
2	2-3	12420598	Blender pitcher		12420715	Pink Lid – Herbal Iced Tea		
		12437152	Iced Beverage Shaker		12420714	Green Lid – Green Iced Tea		
3	2	12420666	Dry Dek tiles— for blender pitchers		12420713	Rust Colored Lid – Black Iced Tea		
4	1	12420939	Frappuccino® Blended Beverage Roast Soluble Coffee pump		12496963	Orange– Mango Refresher		
		12420627	Container for pump		12420717	Grey Lid – Water or Misc.		
5	1	12420928	Dry Inclusion tower		12496970	Purple – Very Berry Refresher		
		12420798	Dry Inclusion Dispenser (Holds vanilla bean powder, java chips, matcha powder, & dried inclusions)		12496949	Dr. Pink – Strawberry Refreshers		
6	2-3 each	12421271	Tsp. scoop for powder		11	1-2	90075627	Vitamix blender
		12421033	Black Plastic Spoon		12	1	SFS-007-WPS-STK-1414	Frappuccino® blended beverage instruction stickers
7	9	12420825	Wire baskets for syrups, sauces and bases	13	1	12421150	Squeeze bottle	
8	1	12421025	12 oz. ice scoop	14	1	12420740	4 section cup holder— 12, 16, 24 oz. flat and dome lids	
		12421026	16 oz. ice scoop	15	1	12421037	Tongs	
		12421042	24 oz. ice scoop	16	1 (optional)	12421105	Teavana® Tea Wall Rack (back bar only, not for customer to self serve)	
		12420686	4 slot vertical ice scoop tower		Varies by Offering	12420989	Teavana® 2-Tier Tea Rack	
9	1-2	12421300	Riser – Tea & Refreshers	17	2	12420838	4x4 plexi for straws & tongs	

Setup above requires minimum of 6 feet of counter space. If you have less space, you may need to stack or position products and smallwares differently while maintaining recommended order.

BREWED COFFEE – SMALL/MEDIUM STATION SETUP

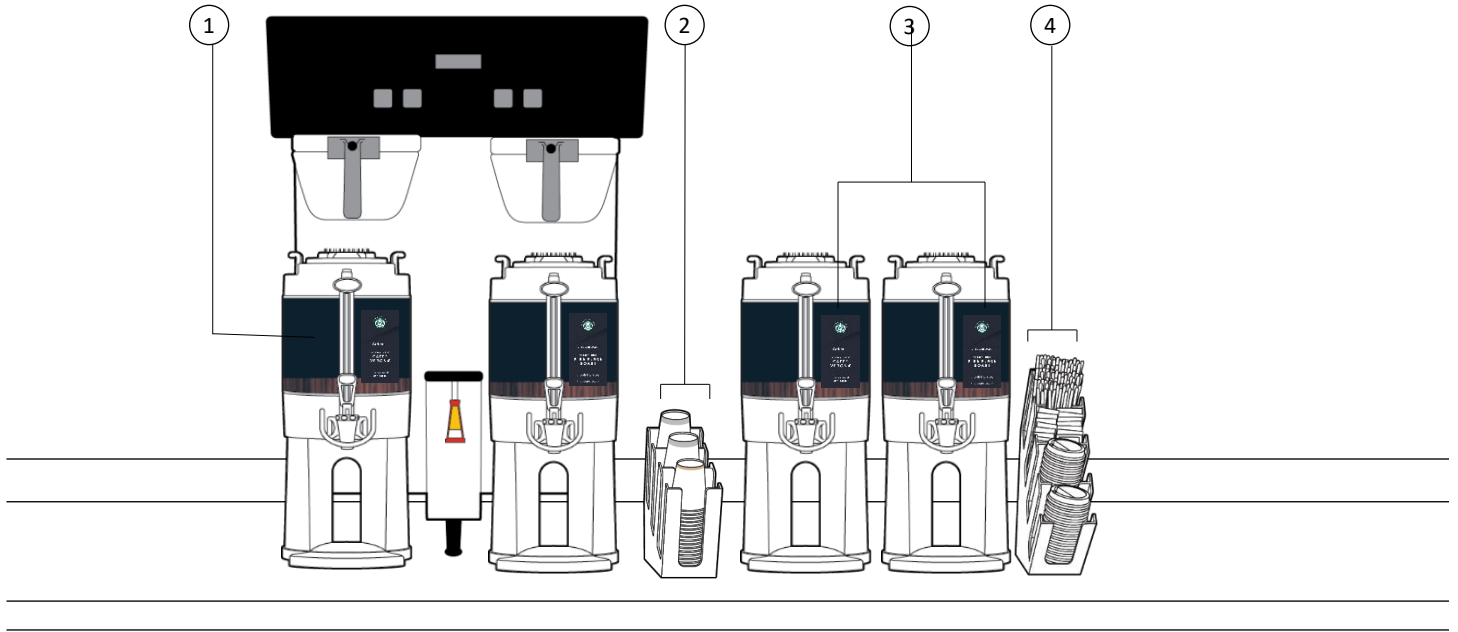


Numbers in this image correspond to the SKUs listed in the SKU Glossary

#	Recommended Quantity	SKU	Description	#	Recommended Quantity	SKU	Description
1	1	12420739	3 section cup holder— 12, 16, 20 oz. hot cups	5	1	12438713	Veranda Blend® Decal
2	1	12438710	Airpot rack sign			12438719	Pike Place® Roast Decal
3	1	12420740	4 section cup holder— 12, 16, 20 oz. lids, stir sticks, condiments			12438589	Caffè Verona® Decal
			See glossary for all decal listings				
4	3-5 airpots	12420663	3 liter airpot	6	1	12420700	3 airpot rack
		12438614	3 liter airpot wrap				

Cups and lids may be displayed next to espresso machine or elsewhere as appropriate. Airpot display may be moved to front counter for self serve option or to save space.

BREWED COFFEE – LARGE STATION SETUP



Numbers in this image correspond to the SKUs listed in the SKU Glossary

#	Recommended Quantity	SKU	Description	#	Recommended Quantity	SKU	Description
1	2-4 shuttles	12438615	1.5 gallon shuttle wrap	3	1	12438713	Veranda Blend® Decal
						12438719	Pike Place® Roast Decal
12438589	Caffè Verona® Decal						
See glossary for all decal listings							
2	1	12420739	3 section cup holder— 12, 16, 20 oz. hot cups	4	1	12420740	4 section cup holder— 12, 16, 20 oz. lids, stir sticks, condiments

Cups and lids may be displayed next to espresso machine or elsewhere as appropriate. Shuttle display may be moved to front counter for self serve option or to save space.

TIPS FOR SETTING UP YOUR ESPRESSO CAFÉ



Remember, for efficiency in beverage preparation and consistent beverage quality, your station setups should flow based on the steps to prepare beverages. The less you have to move within the station, the better.

During espresso and blended beverage station set up, make sure all open bottles of beverage ingredients are properly marked with correct open shelf life. Best Practice: use a Sharpie to mark the expiration date on the back of the bottle/jug (so customers can't see it).

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	10 seconds for shots 7 days whole bean in hoppers
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	12 hours refrigerated or unrefrigerated
Cold Brew: Hand Crafted – Toddy/Concentrate Keg Dispensed Chilled Inline Cold Brew from Powder	7 days refrigerated 12 hours (in dispenser with separate ice chamber) 5 days refrigerated
Teavana® Iced Tea: 1 gallon brewed	12 hours unrefrigerated or refrigerated
Prepared Beverage Components	
Frappuccino® Blended Beverage: Roast Soluble Coffee	48 hours unrefrigerated/48 weeks unopened
Prepared Starbucks® Whipped Cream	24 hours refrigerated
Other Beverage Ingredients	
Frappuccino® Blended Beverage Product: Syrup Base - Coffee & Crème Strawberry Juice - Crème Vanilla Bean Powder - Crème	30 days opened/43 weeks unopened 5 days refrigerated/16 weeks unopened 7 days opened/26 weeks unopened
Starbucks® Lemonade	7 days refrigerated
Non-Dairy Alternatives: Starbucks® Soymilk Starbucks® Almondmilk Starbucks® Coconutmilk Oatly OatMilk	7 days opened refrigerated, pre-chill for 4 hours prior to use
Teavana® Chai Latte	7 days refrigerated
Starbucks® Matcha Powder	7 days
Fontana® Syrups	30 days opened/52 weeks unopened
Fontana® Sauces - White Chocolate Mocha, Bittersweet, Semi-Sweet, Caramel	14 days opened/26 weeks unopened
Fontana® Beverage Bases - All Flavors	14 days unrefrigerated
Java Chips	7 days opened/1 year unopened
Starbucks Refreshers® Beverage Bases	3 days ambient or refrigerated in 2 Liter Pitcher
Refreshers Dried Inclusions	5 days



Dairy Labels: Blender Pitchers

Because there is shared equipment when preparing beverages, such as steaming wands, wiping cloths and serving utensils, labeling steaming pitchers and blending pitchers does not guarantee and eliminate the risk of allergen cross contact of other dairy in your operation.

The need to label milk steaming pitchers and VitaMix blender pitchers for Frappuccino® blended beverages is no longer a requirement when preparing beverages. As a standard practice, each beverage should continue to be prepared individually for customers and **always** use a clean steaming or blender pitcher to make beverages. Both pitchers should be rinsed after every use.



Q: What should I say if a customer tells me they have an almond allergy (or any food allergy)?

A: If a customer tells you they have a food allergy, respond by saying “We cannot guarantee our foods and beverages are allergen free as we use shared equipment to store, prepare, and serve them.” Examples of shared equipment include the steam wand, blender station and pastry case. If the customer still wants a handcrafted beverage after being advised of this, follow the standard procedure and use a clean, sanitized pitcher, spoons, thermometers, and lids to prepare the customer’s order.

Q: What should I do if a customer tells me they have an almond allergy but not a coconut allergy and wants a coconutmilk handcrafted beverage?

A: If a customer with an allergy orders a beverage after you advised them that we cannot guarantee the beverage will be allergen-free, as we use shared equipment; follow the standard procedure and use a clean, sanitized pitcher, spoons, thermometers, and lids to prepare the customer order.













BEVERAGE PUMP QUICK REFERENCE GUIDE

Matching the right pump with right product:

While operators might think all pumps are the same they are not, each pump – red, small black, blue, white, have different calibrations/doses and will impact finished beverage quality if the right pumps are not used with the right products.

Be sure you're using the right pumps in the right beverage ingredient. All pumps need to be "unlocked" prior to inserting into bottle/jug. Turn the pump counter-clockwise until it pops up, insert into product and tighten. Single use will come with the product, multi-use can be ordered separately.

PUMP	 <p>RED Pumps: Single Use</p>	 <p>BLACK Pump: Single Use</p>	 <p>BLUE Pump: Single Use</p>	 <p>CBS WHITE Pump: Reusable SKU 12432339</p>	 <p>WHITE & BLACK Syrup Pump: Reusable SKUs White: 12489570 Black: 12489731</p>
PRODUCT	<p>Fontana® Bittersweet & Caramel Sauce</p> 	<p>Fontana® White Chocolate Mocha LTO Pumpkin & Pistachio</p> 	<p>Fontana® Beverage Base –Strawberry & Mango</p> 	<p>Frappuccino® Base: Crème & Coffee</p> 	<p>Fontana® Syrups:</p> 
DOSE	.50 fl oz per pump	.33 fl oz per pump	1 fl oz per pump	.74 fl oz pump per	.25 fl oz per pump
USAGE	<p>SINGLE USE These are individual-use pumps and should be disposed of once Fontana® sauce bottle is empty. Do not wash and reuse these pumps.</p> <p>RED PUMP is used for Bittersweet and Caramel Sauce only</p>	<p>SINGLE USE These are individual-use pumps and should be disposed of once Fontana® sauce bottle is empty. Do not wash and reuse these pumps.</p> <p>BLACK PUMP is used for White Chocolate Sauce only</p>	<p>SINGLE USE These are individual-use pumps and should be disposed of once Fontana® sauce bottle is empty. Do not wash and reuse these pumps.</p> <p>BLUE PUMP is used for Fontana Beverage Base only</p>	<p>REUSEABLE Discard and replace pump if worn out or no longer functioning properly. Plastic CBS pump should not be run through the dishwasher or rinsed with water.</p> <p>CBS label on the top of this pump.</p>	<p>REUSABLE Discard and replaced when they are no longer calibrated, or when are worn, clogged or otherwise unusable. Plastic pumps should not be sanitized or run through dishwasher. Sanitizer and water can cause an off-flavor which can impact beverage quality.</p> <p>Use white for regular and black for Classic and Sugar-Free</p>



2 Liter Pitcher Lids

When you are serving a variety of Teavana® Iced Teas, Starbucks® Iced Coffees, Starbucks Refreshers and Starbucks® Cold Brew in your operation, we recommend using an assortment of colored lids that fit the 2-liter acrylic pitcher to help identify each cold beverage.



- Brown** - Starbucks® Iced Coffee
- Grey** - Water or Miscellaneous
- Orange** - Starbucks® Cold Brew
- Rust** - Iced Black Tea
- Green** - Iced Green Tea
- Pink** - Iced Herbal Tea
- Purple** – Very Berry Refreshers
- Bright Orange** – Mango Dragonfruit Refreshers
- Dark Pink** – Strawberry Refreshers

Day Stamping

During espresso and blended beverage station set up, use stickers to help ensure all open bottles of syrups, sauces, beverage ingredients and time sensitive beverage components are properly marked with the expiration date and time based on the Shelf Life Standards listed in this guide.

For example, upon opening a jug of Fontana® Sauce on **Tuesday (6/7)**, you would place a date sticker for **Monday (6/20)**, which is the expiration date for this product- 14 days from opening.

Another example would be upon brewing Iced Tea on **Sunday at 7:30 a.m.**, you would write the expiration time for **7:30 p.m.** on a date sticker for Sunday and place a date sticker on the pitcher lid indicating the shelf life.





Starbucks Whipped Cream Standards

- Whipped cream dispensers should be refrigerated after each use to maintain the whipped cream temperature at or below 41°F (4°C).
- Before opening and cleaning the whipped cream dispenser, all pressure and whipped cream should be released by pressing the lever until the contents and/or gas have been discharged through the tip.

Using Whipped Cream Dispenser

1. With the nozzle pointed down, place the tip near the edge of the cup.
2. Squeeze the handle and move in a spiral pattern toward the center while continuing to hold the dispenser in a vertical position.



Starbucks Whipped Cream Directions

- 1 gallon of heavy cream equals 8 canisters
- 1 liter of heavy cream equals 2 canisters
- 1 canister yields approximately 13 grande beverages

Major Step	Key Points	Reasons Why
Add 4 pumps of Fontana® Vanilla Syrup	•To whipped cream canister	Ensures accurate amount of flavoring
Pour 16oz Heavy Cream	•To whipped cream canister	Ensures correct volume when measured accurately, reduces waste
Place lid tightly	•Onto whipped cream canister	Ensures correct seal before charging
Charge ingredients	•Place whipped cream charger into the charger holder and twist the charger onto the dispenser	
Shake	•Four times in the upright position	Begins gas absorption
Place Canister	•On its side •Day dot the bottom of the canister (24 hrs)	Improves yield Ensures quality
Shake	•Eight times upside down prior to use	Improves quality and yield



Frequency: *Daily, or when empty*

Materials Needed:

- *Rubber gloves*
- *QSR Heavy Duty Multi-Purpose Sink Detergent*
- *Machine Warewash Detergent*

01 – Empty the dispenser

- Press the lever until no contents or gas is discharged.
- Discharge any remaining content in trash can to reduce excess “grease” in the grease trap.
- Unscrew the head and remove the head seal by pulling the inner ring.



01 Empty

02 – Unscrew, remove nozzle

- Hold the valve on the blue inside part of the head.
- Then pull the valve out of the head from the inside.



02 Unscrew, remove nozzle

03 – Clean

- Clean the head, the nozzle, the valve, the head seal, and the bottle either in the dishwasher or in a three-compartment sink.
- Reassemble head for use with bottle.



Café Opening

- Prepare espresso machine. Remove steam wand from pitcher of water and flush/purge by hitting “steam” button. Wipe wand clean.
- Prepare brewers and servers for the day (warm servers with hot water prior to brewing first batch).
- Make iced tea and iced coffee prior to opening.
- Make Refreshers Juices (as needed)
- Make sure all prepared products are properly marked with expiration date/time. Use date stickers to mark this, refer to the Shelf Life Standards.
- Prepare whipped cream. Apply date sticker to mark expiration date per Shelf Life Standards.
- Be sure refrigerator is stocked with milk.
- Ensure first batch of coffee is ready prior to opening.
- Ensure you have appropriate sanitizer cloths for counters and a separate one for steam wand (store in container marked “Sanitizer” as indicated above).
- Prepare Cold Brew as needed throughout the day. Toddy Brew – calculate the right time for 20 hour brewing and availability for next day. Cold Brew from Powder, be sure product is chilled 4 hours after preparation before being served.

Café Closing

- Clean all smallwares at each station—as needed.
- Ensure refrigerator is stocked with milk—ensure the freshest milk is rotated to the back (FIFO).
- Follow espresso machine cleaning procedures.
- Dispose of all expired product—iced coffee, iced tea, whipped cream, etc. Refer to date stickers that have been applied for expiration dates.
- Wipe down spray heads on brewer.
- Follow proper cleaning procedures based on guidance from your operations—espresso and blended beverage stations.
- Ensure all counters and surfaces are wiped and clean.
- Clean steam wand: Ensure steam wand is flushed/purged first.
- Submerge wand in tall pitcher of water and let it sit overnight.
- Stock cups, lids, sleeves, napkins, etc.
- Empty and rinse out all coffee servers.
- Prepare Cold Brew using Toddy or from Cold Brew Powder as needed to be prepared for next day

SKU GLOSSARY












SKU GLOSSARY



Image	SKU	Description
	12420740	4 section cup holder—8, 12, 16, 20 oz. hot cups and lids
	12420739	3 section cup holder—12, 16, 24 oz. cold cups and lids
	12420825	Wire stacking baskets for Fontana® sauces and bases
	12434003	4 hole syrup holder
	12420671	5 hole syrup holder
	12420893	Steaming pitchers
	12421272	Serving spoon
	12420901	Thermometer
	12420598	Universal Blender Pitcher – Full Assembly.
	12420666	Dry Dek tiles—for blender and steaming pitchers
	12420939	Frappuccino® Blended Beverage Roast Soluble Coffee pump




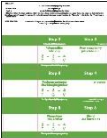
SKU GLOSSARY



Image	SKU	Description
	12420627	Container for pump
	12420928	Dry Inclusion Tower
	12420798	Dry Inclusion Dispenser (DID) Holds vanilla bean powder, java chips, & dried inclusions.
	12421033	Black Plastic Spoon for Dry Inclusion Dispenser
	12421271	Tsp. scoop for powder
	12421025	12 oz. ice scoop
	12421026	16 oz. ice scoop
	12421042	24 oz. ice scoop
	12420686	4 Slot vertical ice scoop tower
	12420656	Whipped cream dispenser
	12421150	Squeeze bottle

SKU GLOSSARY










Image	SKU	Description
	12420741	Sleeve holder—vertical
	12420838	4x4 Plexi for splash sticks, straws and snacks
	12420733	Wiping cloth sanitizer container
	SFS-007-WPS-STK-1414	Frappuccino® blended beverage instruction stickers

*Please ask your Nestlé Professional Solutions representative for these materials.

SKU GLOSSARY






Image	SKU	Description
	12420601	2 Liter Pitcher
	12420716	Brown lid for 2 Liter Pitcher - Used for Iced Coffee
	12420717	Grey Lid for 2 Liter Pitcher - Used for water or miscellaneous
	12421188	Orange Lid for 2 Liter Pitcher - Used for Cold Brew
	12420713	Rust Colored Lid for 2 Liter Pitcher - Used for Iced Black Tea
	12420714	Green Lid for 2 Liter Pitcher - Used for Iced Green Tea
	12420715	Pink Lid for 2 Liter Pitcher - Used for Iced Herbal Tea
	12496963	Dark Orange Lid for 2 liter Pitcher – Used for Mango Dragonfruit Refreshers
	12496949	Dark Pink Lid for 2 liter Pitcher – Used for Strawberry Refreshers
	N/A*	We Proudly Serve Starbucks™ beverage resource manual

*Please ask your Nestlé Professional Solutions representative for these materials.








SKU GLOSSARY



Image	SKU	Description
	12437152	Iced Beverage Shaker
	12421300	Teavana® Tea Riser
	12421037	Tongs
	12420989	Teavana® 2-Tier Tea Rack
	12420788	1 Liter Carafe - Use for milk or cream.

SKU GLOSSARY



Image	SKU	Description
Signage		
	12421298	WPS Starbucks™ Wall Sign (17"W x 16"H) French cleat for wall mount only
	12420959	Vertical Blade Sign (6.5" x 33.5")
	12420957	WPS Starbucks™ Small Blade Sign (12" x 12")
	12421241	WPS Starbucks™ Espresso Machine Sign, 12.8" x 5", includes easel back or double-sided tape for adhering to surfaces
	12420661	8.5" x 11" Sign Holder/Chalkboard
	12421314	22" x 26" Poster Frame (full dimensions 24.5"W x 28.5"H)
	12438612	WPS Starbucks™ Back Panels (70.5"w x 36"h). For use only with shuttles.



SKU GLOSSARY

Image	SKU	Description	Details
Brewed Coffee Supplies			
	Hot Beverage Decals		<p>For use on airpots and shuttles; apply to the front of the airpot or shuttle wrap.</p> <p>3" w x 6" h with adhesive backing.</p>
	12438588	Café Estima Blend®	
	12438589	Caffè Verona®	
	12438719	Pike Place® Roast	
	12438713	Veranda Blend®	
	12438632	Decaf Caffè Verona®	
	12438720	Decaf Pike Place® Roast	
12438711	Hot Water		
	12420663	3 Liter Airpot	<p>ALL WRAPS WPS Starbucks™ wraps visually showcase the premium feel of the Starbucks brand as well as the long heritage of the company.</p>
	12438614	WPS Starbucks™ 3 Liter Airpot Wrap	
	12438615	WPS Starbucks™ 1.5 Gallon Bunn® Shuttle Wrap	<p>Order WPS Starbucks™ coffee or hot water decal(s) to apply to the front of the wrap.</p>
	12420700	3 Airpot Rack (Approx. 22.5" w x 3.5" h x 12" d)	
	12438710	WPS Starbucks™ Airpot Rack Sign (22" w x 27.5" h). For use only with airpot rack.	
	12441495	Airpot decal For use with space or height limited locations	



If you have any questions regarding any setup or other functional needs for your Espresso Café, please contact your Nestle Coffee Partner representative.

You can also explore additional training opportunities for your Espresso Café at <https://nestlecoffeepartnerssl.com>

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