

TRAINING MANUAL

*Barista Guidebook
Brewed Coffee*





BREWED COFFEE

Tools for this section:

- Drip Coffee Product Card
- Iced Coffee Product Card
- Equipment Product Cards (based on type of equipment training needed)
- Water Filtration Cards

What you'll learn in this section:

- Seattle's Best Coffee History
- Coffee Growing Regions
- Growing, Harvesting & Processing Coffee
- Roasting and Buying Coffee
- Seattle's Best Coffee® Core Coffee Line Up
- Brewing and Tasting Coffee
- Iced Coffee
- Brewing Equipment

Seattle's Best Coffee History

Since 1970, Seattle's Best Coffee has been satisfying Coffee lovers' demand for great Coffee, fueled by the simple notion that everybody deserves a more enjoyable Coffee experience. Read our history below.

Coffee has been our obsession for the last 50 years

1970s

- Smooth roasting begins on Seattle's Pier 70 at the Wet Whisker with a 12-pound roaster purchased from a beachside peanut vendor in Southern California. Seattle's famous Pike Place Market returned to public hands after initiative created a historic preservation zone.
- Lava Lamps make drinking Seattle's Best Coffee® at night way cooler.
- Henry the Cat arrives at our doorstep. Not only does he become our mascot, but a special blend is created in his honor.
- Disco. Seattle's Best Coffee® helps people dance and establish unforgettable, albeit embarrassing, memories.

1980s

- Numerous Wet Whisker cafes continue to open in the Pacific Northwest and one in Steamboat Springs, Colorado.
- The roaster on Pier 70 is moved to Vashon Island.
- Wet Whisker is renamed Stewart Brothers Coffee.
- Flavored Coffee lineup introduced.

1990s

- Stewart Brothers Coffee is appropriately renamed Seattle's Best Coffee, after winning a local competition.
- Grunge sweeps the nation. Plaid worn by all to mask Coffee spills while crowd surfing.
- Dream Team dreams of gold. And Seattle's Best Coffee®
- Internet established. Millions gain access to seattlesbest.com.
- Y2K hits. Seattle's Best Coffee is completely unaffected (along with the rest of the world).

2000s

- Seattle Coffee Company is acquired by Starbucks Corporation, including Seattle's Best Coffee and Torrefazione Italia Coffee. Seattle's Best Coffee hits the grocery store.
- Seattle's Best Coffee signs agreement with Burger King, Subway and Chevron to help extend the brand across the country.
- Seattle's Best Coffee becomes the second largest roaster, retailer and wholesaler of specialty Coffee in the U.S., based on points of distribution in retail cafes, foodservice accounts and where you buy groceries.
- Seattle's Best Coffee opens 10 new drive-thrus in Dallas, bringing unbeatably tasty combos and on-the-go deliciousness to Texas.

A word about our coffee

We'd like to say this: Coffee doesn't need to be complicated. We've been making Coffee for more than 50 years, and we know what our customers want. That's why we've developed our perfect medium roast and signature smooth taste just for them. It's not about the origin of the beans, or how the Coffee feels in your mouth (although that's important, too)—it's about creating a bright spot in a customer's day, a moment of "yay!"

Coffee-Growing Regions

There are three primary Coffee-growing regions, each distinct in its landscape, its climate and the flavor profile it gives to the Coffees grown and processed there. Coffee buyers travel across the global Coffee belt to buy the very best green Coffee each region has to offer. They carefully select Coffees with flavor characteristics that define these regions.

Buying and Green Coffee Quality teams work together with suppliers who understand what flavor profiles Seattle's Best Coffee® requires from each region. While Coffee is purchased from all of these regions Seattle's Best Coffee purchases beans specifically from Latin America.



Latin America

- Refers to Coffee-growing regions of Mexico and countries in Central and South America
- Crisp acidity with flavors of nuts, cocoa and soft spice

Africa

- Home of some of the most exotic Coffee flavors
- Lush and juicy, with flavors of floral and citrus from berry and spice

Asia/Pacific

- This vast region has a wide range of climates, topographies and Coffee qualities
- Full-bodied and syrupy smooth with herbal, earthy flavors
- Espresso Roast is a multi-region blend

Sourcing and purchasing some of the finest green Coffee beans in the world is the first step that differentiates Seattle's Best Coffee from many others in the Coffee industry. Seattle's Best Coffee is well known for its high-quality and Uncommonly Smooth roasted coffees.

Each Coffee is selected for its defining qualities and fit with our smooth flavor profile. This careful selection process demonstrates our passion for offering the best.

Growing, Harvesting and Processing Coffee



Growing

- The average Coffee tree produces enough cherries each season to yield roughly 1 pound of roasted Coffee.
- Roughly 5 pounds of Coffee cherries are required to produce 1 pound of green Coffee.



There are two commercially significant Coffee species: *Coffee arabica* and *Coffee robusta*. These high-quality *arabica* Coffees flourish at altitudes of 3,000 feet and above. The flavor of these beans develops fully through the Seattle's Best Coffee® roast profile.

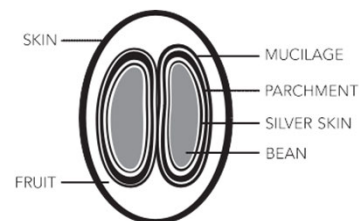


Harvesting

During the harvest season, Coffee trees become full with bright red Coffee cherries. Ripe cherries are slightly larger than a blueberry. The green (or unroasted) Coffee bean is the pit, or seed, of the Coffee cherry.

There are five layers that surround the Coffee bean.

- The outermost layer, the skin of the Coffee cherry, is thick with a slightly bitter flavor. The next
- layer, the fruit beneath the skin, is sweet. The texture of this layer is similar to that of a grape.
- The next layer is the mucilage. This thin, slippery, honey-like mucilage layer covers the parchment layer.
- The parchment serves as a protective layer for the Coffee bean.
- Removing the parchment reveals two bluish-green Coffee beans that are coated with a very thin layer called the silver skin.



While most Coffee cherries contain two beans, 5 to 10 percent of all cherries contain only one bean. This is called a peaberry—a round-shaped bean that forms when one of the two flat-sided beans in the Coffee cherry fails to grow. The remaining small bean assumes a rounded pea shape.

Processing

Processing is the term used to describe how the beans (seeds) are removed from the Coffee cherry. Processing plays a part in overall flavor, acidity and body.

1. **Washed Process:** Pulp is mechanically removed, leaving a sticky layer called mucilage on the bean. Beans are washed and then held in a concrete fermentation tank for 18–36 hours to develop flavor, acidity and body. One final washing, and the beans are dried, parchment is removed and the green beans are sorted and graded.
2. **Semi-Washed Process:** Coffee pulp is removed using small hand-pulping machines, and then the Coffee is washed and laid out to dry in the sun. After partial drying, parchment is removed and the Coffee is laid out again for final drying, followed by sorting and grading.
3. **Natural Process:** Coffee cherries are allowed to dry completely on the bean, letting the bean develop flavors before the skin and parchment are removed, followed by sorting and grading.

Roasting Coffee

Most Coffee companies claim to roast Coffee to the peak of its flavor. The challenge for any roaster is to find great beans to match their particular roasting philosophy, or in some cases, adapting a roasting style to fit the raw green beans.

Our buyers and roasters understand that altitude, climate, soil, farming practices and processing methods all play a critical role in determining how Seattle's Best Coffee blends are roasted.

At Seattle's Best Coffee, each of our Coffees requires slightly differing roasting time and temperature to bring out its peak aroma, acidity, body and flavor, while showcasing the inherent qualities specific to that Coffee.

Seattle's Best Coffee Roast

Blends will take on different characteristics depending on the roasting method. Like the grading of Coffee, names for the type of roasts vary from region to region and even from one roasting company to another. Seattle's Best Coffee roasts Coffee to achieve an overall Uncommonly Smooth™ flavor profile.

Blended Coffee

Seattle's Best Coffee sells blends, which combine Coffees from different origin countries to create balance, variety and complexity in flavors.

Roasting & Buying Coffee

FlavorLock™ Packaging

FlavorLock™ Packaging helps ensure the freshness of Seattle's Best Coffee®. The one-way valve in this packaging allows Coffee to “de-gas” while limiting the Coffee's exposure to oxygen, light and moisture.

Sustaining Coffee Quality through Responsible Practices

In the quest to find and purchase some of the finest Coffee in the world, Seattle's Best Coffee wants to ensure the long-term sustainability of the high-quality Coffee market. Sustainable purchasing practices take into account the inherent connections between the environmental, social, and economic impacts of activities. The success of the farmers with whom we do business is an essential component of our success. Therefore, Seattle's Best Coffee follows a sustainability model to help ensure the long-term production of quality Coffee while building relationships with Coffee farmers and communities with whom we work.

Components of this sustainable model include:

- Paying for Quality: Ensure that the farmer receives a fair share of our purchase price so they can sustain their business
- Purchasing Certified Organic and Fair Trade Certified™ Coffees

Test Your Knowledge

What are two of the three types of processing Coffee?

Name two of the five layers of a Coffee bean.

What two types of Coffee does Seattle's Best Coffee® sell?

Notes & Questions:

Core Coffee Selection

The following Coffees are included in our core line-up currently available for our Seattle’s Best Coffee™ accounts. Because Coffee is an agricultural product, our line-up may vary from season to season and crop to crop. Some Coffees may not be available in all markets.

BLEND	DESCRIPTION	PAIRINGS	
	Available in Regular	Bright, Lively, Easy Drinking	Lemon bar, cranberry Coffee cake, citrus fruit
	Available in Regular or Decaf	Hearty & Well Rounded	Buttermilk, old-fashioned doughnut, snickerdoodle cookie, buttery items with a vanilla flavor
	Available in Regular	Bold & Roasty	Pumpkin spice loaf cake, chocolate peppermint loaf cake, triple chocolate chunk cookie, spicy, nutty or chocolaty items

Flavored Coffees

Seattle’s Best Coffee developed a line of flavored Coffees that have a distinctive mouthfeel and full, complex flavor and finish, including a range of ingredients that add depth and interest unique to Seattle’s Best Coffee.

When the flavored Coffees are produced, they are first roasted and ground. Then the liquid flavoring is added to the ground Coffee. They are Latin American beans, roasted lightly to best complement the added flavors. The flavorings are non-caloric, fat-free, alcohol-free, non-allergenic and Kosher certified.

Due to the nature of how our flavored Coffees are roasted and produced, a dedicated brew basket should be used when brewing flavored Coffee.

Flavored Coffee Selection

Flavored Coffees taste best when served with milk or cream, this enhances the true flavors.



Flavor Profile:
Rich & Sweetly Fragrant

Pairings: Warm fruit pies à la mode



Flavor Profile:
Nutty & Aromatic

Pairings: Chocolate

Brewing and Tasting Coffee

Brewing Fundamentals

1. Make sure server is clean prior to brewing.
2. Pre-heat server prior to brewing.
3. Place filter in brew basket.
4. Pour the entire portion pack into the brew basket; shake to level.
5. Slide the brew basket into the rails until it stops.
6. The green ready light must be on to start the brew cycle.
7. Make sure the pre-heated empty server is under the brew basket.
8. Then, push the start switch.
9. Do not remove the server until the Coffee has stopped dripping.
10. Close the lid on the server in order to retain heat.
11. Brewed Coffee hold-time standards are:
 - 2 hours – airpot/shuttles and thermal servers
 - 1 hour – heated server
 - 20 minutes – glass pot and Coffee press

Enemies of Coffee Flavor

- Air: Coffee should not be exposed to air before you are ready to brew.
- Light: Prolonged exposure to light can alter the taste of the Coffee.
- Heat: Prolonged exposure to heat can dry out the Coffee.
- Moisture: Moisture before brewing will alter the taste of the Coffee.
- Strong Aromas: Exposure to strong aromas will alter the taste.

Coffee Freshness

“BEST BEFORE” date is normally located in various locations depending on the pack size:

- 2 oz. – on the front of the bag
- 6 oz. – on the back seam
- 12 oz. – on the back lower right corner

These dates indicate the lot codes for production and expiration date of the Coffee and should

not be brewed past this date.

Any example of “BEST BEFORE” date:

Level 3, 12 oz
 BEST BEFORE
 29 JUN 2013 Z
 L3022N

Notes & Questions:

Activity



Activity #1: Tasting Coffee

Understanding coffee is key in creating enthusiastically satisfied customers. Follow the steps listed and prepare selected Coffee for tasting. Exploring the different blends for Seattle's Best Coffee is the best way to experience the range of flavors.

Coffee Tasting Characteristics

Whenever you taste Coffees, compare and contrast them by identifying the four tasting characteristics for each: aroma, acidity, body and flavor.

- **Aroma:** The way Coffee smells—could be earthy, spicy, floral, nutty or other. These aromas are directly related to the Coffee's flavor.
- **Acidity:** This is a tangy quality or tartness, not the pH level of the Coffee. You can feel acidity on the sides and tip of your tongue, similar to when you taste citrus fruit and drinks. Coffees with high acidity are normally described as bright, tangy and crisp. Coffees with low acidity feel smooth and linger on your tongue.
- **Body:** The weight of the Coffee on your tongue. Does it feel light or full in your mouth? It's like comparing whole milk to non-fat milk.
- **Flavor:** The way Coffee tastes. This characteristic is registered in different parts of the mouth. Citrus, cocoa and berries are just a few flavors you might sense.

Tasting Coffee

Now that you're familiar with the tasting characteristics you're ready to explore Coffees using the four Coffee tasting steps. Follow each of these steps every time you taste to appreciate the characteristics of the Coffee.

- **Smell:** Then taste (and not a little sniff, but a deep, hearty breath—mmm!) Always smell the Coffee before you taste it. Your nose can detect thousands of smells. Cup your hand over the cup, hold the cup close to your nose and inhale.
- **Slurp:** Don't be afraid to slurp. Your tongue wants to help. When tasting Coffee it's important to slurp it. Slurping sprays Coffee across your entire palate and lets subtle flavors and aromas reach your nose.
- **Locate:** Think about where you are experiencing flavors on your tongue. Is it on the tip and sides? What's the mouthfeel and weight of the Coffee on your tongue?
- **Describe:** Coffee connoisseurs like to think about "acidity," "flavor," and "body." If you want, feel free to think of these as "zingy-ness," "things it tastes like," and "the way it feels on my tongue."

Notes and Questions



Test Your Knowledge

Name the four fundamentals of Coffee.

Name two of the four Coffee tasting characteristics.

Name brewed Coffee hold time standards for Seattle's Best Coffee®

Notes & Questions:

Preparing Iced Coffee

Use the Seattle's Best Coffee™ Iced Coffee Product Card as a reference as you go through preparing iced Coffee training.

Iced Coffee is a growing and popular trend amongst coffee drinkers across all regions. Offering iced Coffee in your operation is very simple and meets your customers' needs.

Seattle's Best Coffee® Pier 70 Blend and 6th Avenue Bistro are the recommended Coffees that should be used when preparing iced Coffee.

Quality Iced Coffee Tips

- We do not recommend brewing directly into an airpot or other insulated dispenser. Coffee will not cool to proper temperature.
- Allow at least 10 minutes for ice to fully melt into hot concentrate before serving.
- Serve over ice at room temperature or from cooler (refrigerated) to avoid further dilution.
- Shelf life of brewed iced Coffee:
 - 12 hours at room temperature
 - 12 hours refrigerated

Follow brewing tips as outlined in the Iced Coffee Product Card and prepare accordingly based on type of equipment in your operation.

Serving Iced Coffee

Standard recipe for serving iced Coffee includes beverage sweetened with Classic Syrup and milk. Recipes vary based on size; optional syrups can be substituted with options like vanilla, hazelnut or caramel.



Brewing Equipment Standards

Refer to specific brewer equipment card based on type of equipment being used in your operation for additional cleaning and troubleshooting information.

Brewer and Server Cleaning: Daily

- Rinse brew basket and airpot/shuttles with hot water after each brew cycle.
- Wipe around sprayhead of brewer daily. Do not use soap or abrasives.
- Wipe exterior of brewer daily. Do not use abrasives.

Brewer and Server Cleaning: Weekly

1. Use Urnex® cleaner or similar cleaner once a week in all airpots, shuttles and brew baskets.
2. Pour ½ contents of packet into airpot or full packet for shuttles.
3. Add hot water and soak for 15 minutes.
4. Drain and rinse thoroughly.
5. Unscrew sight glass cap to insert sight glass brush.
6. Insert sight glass brush and move up and down several times to clean.



Brewed Coffee Hold-Time Standard

- 2 hours – airpot and thermal servers
- 1 hour – heated server
- 20 minutes – glass pot and Coffee press

Notes & Questions:

Brewing Equipment Standards

Seattle's Best Coffee® Water Filter Program

Water touches nearly every facet of your business including carbonated drinks, drinking water, ice, cooking, and Coffee. At Seattle's Best Coffee, we are constantly evaluating our processes for viability and what's best for our customers in providing a quality Seattle's Best Coffee beverage. With Coffee being comprised of 98% water, the quality of the water can directly affect the taste of the Coffee you serve your customer.

Enemies of your water:

- Sediment (dirt) clogs filters, adds poor taste and odor, and accelerates lime scale buildup in kitchen equipment.
- Chlorine can cause flat carbonated drinks, poor-tasting Coffee and bad-tasting water and ice. It also corrodes equipment and attacks organic ingredients in food and beverages, which reduces flavor.
- Hardness, typically measured in "Grains Per Gallon" (GPG) lime scale, is generally caused by calcium carbonate buildup in kitchen equipment. This reduces the ability to heat by insulating the elements, clogging valves and thereby increasing service calls and reducing kitchen equipment life.

How often should your water filter be changed?

Filter life is determined by two factors:

- The volume of water passed through the filter
- The condition and content of the water

Work with your Seattle's Best Coffee® representative to determine how often your water filter should be changed and the process for servicing and ordering replacement filters.



Test Your Knowledge

What is the hold time for brewed Coffee?

Name two enemies of water.

What cleaner do you use for weekly brewer and server cleaning?

Notes & Questions:



COLD BREW COFFEE

What you'll need for this section:

- Cold Brew Product Card – Espresso Served
- Cold Brew Recipe Cards

What you'll learn in this section:

- What is Cold Brew
- Supplies needed to Prepare
- How to Prepare Cold Brew
- How to Serve Cold Brew by the cup

What is Cold Brew Coffee?



On this card you'll learn step by step direction for preparing Seattle's Best Coffee Cold Brew coffee, approved coffee blends, quality and cleaning tips for your operation.

What is Cold Brew Coffee?

Cold brew coffee relies on time vs. heat for extraction, which allows the coffee to develop a naturally sweeter taste with low acidity and creating a smooth, full-bodied experience.

Approved Product & Supplies



Portside Blend or 6th Avenue (12oz ground)

Both coffees are approved to use for preparing Seattle's Best Coffee Cold Brew. Leverage whichever blend you are currently using for hot brewed coffee.

Smallwares needed for Cold Brew preparation:



Toddy® + Lid



Filters & Ties



2 Liter Pitcher + Orange Lid or 1 Gallon Pitcher

Quality Tips

- See instructions in the Toddy® maker for first time assembly
- Prior to preparation – fill Toddy® maker with water and make sure the spigot is sealed tight to avoid leaks
- Ensure Toddy® maker is clean and dry before each batch is brewed
- Always use cold filtered water when preparing Cold Brew coffee
- Shelf life for Cold Brew concentrate:
 - 7 days refrigerated – should not be left out on counter
- Compost Toddy® filter and grounds when complete

Toddy® Daily Cleaning Guide

Standards

- The internal and external parts must be free of coffee oil build-up and odor.
- Equipment must be washed, rinsed, sanitized, and then air dried after each use.
- Use sanitizing solution to sanitize all food contact surfaces, countertops and store equipment.

Best Time to Complete Task

- At the end of the day or after use

Materials Required

- Disinfectant/Sanitizer
- Wiping cloths, optional

Cold Brew Preparation

These instructions demonstrate basic brewing steps for cold brew preparation. Use the table below for guidance on ground coffee and cold filtered water needed based on volume and yield of cold brew you need to prepare

How many Grande Beverages will you sell?	=	Cold Brew Coffee Blend	+	Cold Filtered Water (½ over coffee, ½ over filter)	x	Brew in Toddy® Brewer for 16 Hours	=	Cold Brew Concentrate Yield
10 – 16oz Beverages	=	1 - 12oz bag (12oz)	+	2 Liters (68 oz)	x	Brew in Toddy® Brewer for 16 Hours	=	1.25 Liters (42oz)
21 – 16oz Beverages	=	2 - 12oz bags (24oz)	+	4 Liters (136oz)	x		=	2.5 Liters (85oz)
31 – 16oz Beverage	=	3 - 12oz bags (36oz)	+	6 Liters (204oz)	x		=	3.75 Liters (127oz)
42 – 16oz Beverages	=	4 - 12oz bags (48oz)	+	8 Liters (272oz)	x		=	5 Liters (169oz)
52 – 16oz Beverages	=	5 – 12oz bags (60oz)	+	10 Liters (340oz)	x		=	6.25 Liters (211oz)
63 – 16oz Beverages	=	6 – 12oz bags (72oz)	+	12 Liters (408oz)	x		=	7.50 Liters (254oz)

Brew Time = 16 Hrs

Shelf-Life = 7 days



1

Add Cold Brew Coffee Blend

- Wash hands and put on food service gloves
- Open filter and place into the dry Toddy® Brewer
- Fill with proper amount of pre-ground 12 oz coffee



2

Pour 1/2 of the cold filtered water over coffee & tie up filter

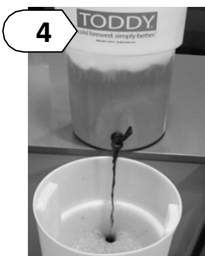
- Pour proper amount of cold filtered water into the filter, ensuring all grounds are wet
 - Use 1 gallon pitcher to measure correct amount of water
- Tie the string in a knot around the filter, leaving 3-4 inches at the top



3

Pour the other 1/2 of the filtered water over filter & let sit for 16 hours

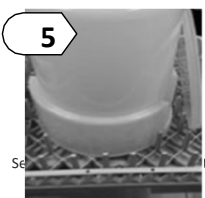
- Pour proper amount of cold filtered water on top of the closed filter. Ensure the filter is completely saturated
- Cover the Toddy® Brewer with the lid and let the coffee brew unrefrigerated for 16 hours
 - Do not store Toddy® on floor while brewing
- Mark with time (16 hours) the Toddy® Brewer with the brewing end time



4

Drain Cold Brew & Prepare to serve

- After 16 hours, drain Cold Brew concentrate into another Toddy or other container large enough to hold all concentrate.
 - Do not lift filter from Toddy® maker – do not squeeze filter, it could tear or burst
- Cold Brew Concentrate Shelf Life: 7-day shelf-life mark container and place in refrigerator until ready to serve.



5

Clean Toddy® Brewer

- Wash, sanitize and dry the Toddy® Brewer.

Serving Cold Brew Coffee: Barista Served

These instructions show the ways you can serve Seattle's Best Coffee Cold Brew

Once Seattle's Best Cold Brew has been brewed in Toddy follow the steps below to prepare to be served in your barista served espresso locations



Once Cold Brew is drained into another Toddy or other dispenser it is time to prepare to serve.

How much water that is used to dilute your cold brew will be determine on finished Cold Brew Concentrate yield once draining. Water to Cold Brew is a **2(water) to 1(cold brew concentrate) ratio**. You will take Cold Brew Concentrate volume and time by 2 and add that much water before transferring Cold Brew to dispenser to serve.



The table provides expected Cold Brew Concentrate Volume once drained from Toddy when you prepare 1 to 6 bags.
If making maximum amount of Cold Brew (six 12oz bags), fully diluted Cold Brew will fit into one Toddy.

Cold Brew	1.25L (42oz)	2.5L (85oz)	3.75L (127oz)	5L (169oz)	6.25L (211oz)	7.5L (254oz)
Water	2.5L (84oz)	5L (170oz)	7.5L (254oz)	10L (338oz)	12.5L (422oz)	15L (505oz)

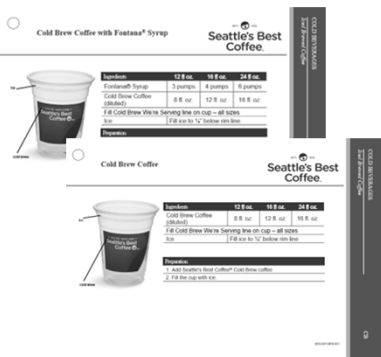


Once Cold Brew is diluted with water, you are ready to transfer to a serving container/pitcher.

For barista served espresso locations, we recommend using the 2 Liters to store cold brew. Fill two-liter pitchers with needed volume from Toddy with diluted cold brew.

Mark pitchers with 7-day Shelf Life. Keep refrigerated at all times.

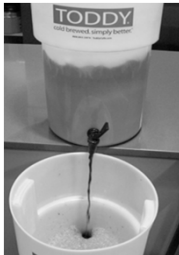
Follow Seattle's Best Coffee Cold Brew Recipe Cards for specific portion amount by cup size.



Cold Brew Coffee: Self-Serve

These instructions show the ways you can serve Seattle's Best Coffee Cold Brew

Once Seattle's Best Cold Brew has been brewed in Toddy Brewer follow the steps below to prepare cold brew for self-serve execution.



Transfer Concentrate

Once Cold Brew is drained into another Toddy or other dispenser it is time to prepare to serve.

How much water that is used to dilute your cold brew will be determine on finished Cold Brew Concentrate yield once draining. Cold filtered Water to Cold Brew is a **2(water) to 1(cold brew concentrate) ratio**. You will take Cold Brew Concentrate volume and times by 2 and add that much water before transferring Cold Brew to dispenser to serve.



Dilute Concentrate

The table provides expected Cold Brew Concentrate Volume once drained from Toddy when you prepare 1 to 6 bags.

If making maximum amount of Cold Brew (six-12oz bags), fully diluted Cold Brew will fit into one Toddy.

Cold Brew	1.25L (42oz)	2.5L (85oz)	3.75L (127oz)	5L (169oz)	6.25L (211oz)	7.5L (254oz)
Filtered Water	2.5L (84oz)	5L (170oz)	7.5L (254oz)	10L (338oz)	12.5L (422oz)	15L (205oz)



Fill Dispenser

Once Cold Brew is diluted with water, you are ready to transfer to serving dispenser.

If serving in our Cold Inline Dispenser, use a pitcher or container and pour Cold Brew from Toddy and fill dispenser bowl marked with Seattle's Best Coffee Cold Brew. The Cold Inline Dispenser bowl holds 2.5 Liters of product.

If product is still within 7-day shelf life, empty leftover product at end of day and return to refrigerator. Refill dispenser to start the next day with refrigerator product.

Follow instructions on **Cold Inline Dispenser Equipment Card** for Daily, Weekly and Monthly Cleaning and Set-Up

✓ *Test Your Knowledge*

How long does it take to brew SBC Cold Brew?

What's the shelf life of SBC Cold Brew Coffee?

What two blends are recommended for SBC Cold Brew Coffee?



ESTD  1970
**Seattle's
Best**
COFFEE™

TEAVANA® TEA

Expertly blended to create bold, layered flavors

What you'll need for this section:

- Teavana® Hot Tea Filterbag Product Card
- Teavana® Iced Tea Product Card

What you'll learn in this section:

- History of Teavana® Tea
- Tea Types
- Teavana® Hot, Iced and Tea Latte Assortment
- Preparing Teavana® Teas – Hot, Latte, Iced

History of Teavana® Tea

Tea has always been part of the Starbucks heritage. We scooped loose-leaf teas in our first Starbucks® store at Pike Place Market. The new Teavana® Tea assortment is a major step forward in doing for tea what we at Starbucks did for coffee over 40 years ago. Teavana® brings many new teas sourced from top tea estates and botanical producers and delivers vibrant, new flavors.

- Expertly blended botanicals to create bold, layered flavors
- Premium quality tea blends with no artificial ingredients
- Continuous category-leading innovation pipeline across hot and iced portfolio
- Only tea brand that delivers impactful alignment to Starbucks retail cafes around the world, offering your customers the chance to enjoy the tea they already love

What is tea?

Tea is the dried leaf of the perennial evergreen shrub, *Camellia sinensis*, which grows in a variety of climates around the world. Farmers prune and cut back tea bushes to grow more side branches, but left untended, tea bushes have been known to grow to 40–60 feet high. Because of constant plucking, a flat surface at the top of the bush is created. This surface is known as the plucking table.



Tea Types & Fundamentals

Types of Tea

There are 4 major tea types, which, in order of oxidation levels are: white, green, oolong (not currently available), and black. We serve 3 of the 4 teas, Herbals are served but it is not technically a tea type.

Black Tea:

Black tea is a fully oxidized tea. The process of making black tea involves withering then rolling the tea leaves followed by a long period of oxidation. Then the black tea leaves are fired resulting in a complex aroma with a full body and strong flavor.

Green Tea:

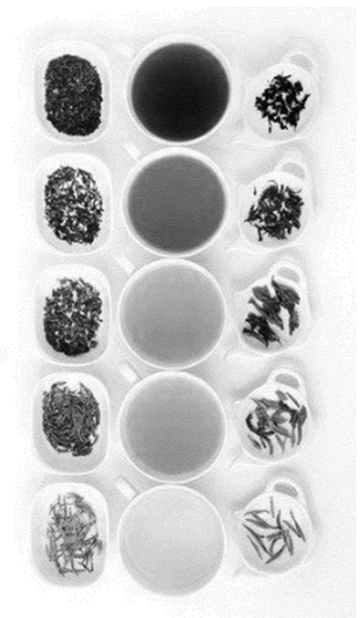
Green tea has been consumed in Asia for centuries. Produced primarily in China and Japan, tea leaves are picked, dried, and roasted or steamed to stop oxidation. Chinese green teas are typically roasted in a hot pan whereas Japanese green teas are usually steamed. After moisture is removed, the tea leaves are rolled and dried again.

White Tea:

White tea, like other tea types, comes from the *Camellia sinensis* plant, specifically the tea buds and youngest tea leaves of this plant. It is the least processed of all teas—the tea leaves are simply steamed and then dried. White tea has a light color and delicate flavor.

Herbal Infusions:

Herbal infusions are not actually produced from *Camellia sinensis* tea leaves like white, green, oolong and black teas. Herbal infusions are flavorful combinations of dried fruit, herbs, spices, roots and flowers.



Fundamentals of Tea

The first step in creating a good cup of tea is to start with high-quality tea. Teavana® has done this part of the work for customers. Use the following instructions, and you will help tea enthusiasts and tea novices discover the wonders of Teavana®.



Water

The water you use to steep tea should be free of impurities and taste clean and fresh. If the water tastes good, it will make good tea. Avoid water from water softeners, distilled water, municipal water that tastes like chlorine, well water that tastes or smells like iron or sulfur, or any other water with a strong taste of its own. Otherwise, consider using filtered or bottled water.

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Temperature

Cups of tea served in Starbucks stores are made with water dispensed from a coffee-brewing system, which is approximately 175°F–198°F.



Proportion

Using the correct amount of tea is fundamental to achieving the best results. Our Teavana® full-leaf tea sachets are perfectly proportioned for 8 fl. oz. of water.

Hot Filterbag Tea

Teavana® offers hot, iced and tea lattes in a variety of flavors and formats to meet the needs of your customers. The following pages provide an overview of each tea offering.

Hot Filterbag Tea Lineup

Our teas are organized and color-coded on packaging into different tea types: Black, Green and Herbal.

<p>Black Teas</p> <p>Black teas have been allowed to fully oxidize and develop complex character that will vary from region to region.</p> <p>Caffeine Level – 40 mg</p> <p>● ● ● ●</p>	<p>English Breakfast</p>	<p>Classic with light honey notes.</p>
	<p>Modern Earl Grey</p>	<p>Black tea with bergamot citrus and a hint of lavender.</p>
	<p>Classic Chai</p>	<p>Black tea with cinnamon and cardamom spice.</p>
<p>Green Teas</p> <p>Pure green tea has a lively taste that is often described as vegetative. Green tea is less brisk than black tea and is slightly sweet and creamy</p> <p>Caffeine Level – 1-15 mg:</p> <p>● ● ● ○</p>	<p>Jasmine Citrus</p>	<p>Jasmine-scented green tea and citrus.</p>
	<p>Radiant Green</p>	<p>Pan-fi red green tea with subtle roasty notes.</p>
	<p>Ginger Peach</p>	<p>Green tea with ginger and peach notes.</p>
<p>Herbal Infusions (caffeine-free)</p> <p>A complex combination of flowers, leaves, fruit peels, exotic spices and other caffeine-free ingredients.</p> <p>Caffeine Level – 0 mg</p> <p>○ ○ ○ ○</p>	<p>Chamomile Blush</p>	<p>Citrusy spearmint with floral undertones.</p>
	<p>Harmonic Mint</p>	<p>Pacific Northwest spearmint and peppermint with lemon verbena.</p>
	<p>Hibiscus Spice</p>	<p>Hibiscus with apple and a hint of cinnamon.</p>

Teavana® Iced Tea & Tea Latte

Iced Teas

Because it has a much lighter mouthfeel than coffee, tea can be overwhelmed by many of the rich foods that taste great with coffee. Look for lighter-flavored foods and complementary flavors when searching for a good pairing. In general, more neutral flavors work better with tea. Experiment with food like biscotti, shortbread cookies and any food that contains fruit or fruit flavors. Iced versions of Teavana® teas pair well with sandwiches, chips and other savory foods.

Teavana® Iced Tea Lineup

Black Tea	Premium black tea.
Green Tea	Green tea is blended with mint, lemongrass and lemon verbena.
Herbal Tea	Our blend of hibiscus, lemongrass and apple. Caffeine-free.



Teavana® Tea Lattes - Chai

A rich blend of teas and spices in the style of the hill dwellers of the Himalayas. Black tea from India is blended with ginger, cinnamon, black pepper, cardamom, cloves and star anise.

- Teavana® Chai is a blend of rich and full-bodied Assam teas, layered with exotic spices from around the world. The malt and astringency of the black tea is complemented by the lingering sweetness of cinnamon and tangy spice of ginger root. The warmth of cardamom is offset by the unique flavor of star anise and cloves, all finished with the heat of black peppercorns.
- Teavana® Tea Lattes are delicious served hot or iced, with or without dairy and sweetener.



Chai Tea Lattes – Preparation for Hot & Iced



Chai tea latte is great both hot and iced. Basic recipe preparation is always going to be a 50/50 ratio of milk to chai and exact proportion is based on cup size you're preparing. Review specific recipes available in your Beverage Manual for the complete measurements for each beverage size.

Preparing Hot, Iced and Tea Lattes

Hot Tea Filterbags

Steeping Time



Tea quality declines if the tea is not given enough time to steep, and the result is weak tea. There's a belief in the tea industry that the average person using a tea bag allows about 30 seconds of steeping time. This is enough time to get a little color into the cup but not much flavor or character. As with other aspects of tea, the mix of traditions and cultures leads to a confusing array of methods and preferences for steeping time.



Filterbag rack holds multiple boxes of tea and can be displayed on the back or front counter.

Preparing Hot Tea Filterbags:



1. When Teavana® tea is ordered, allow your customer to select from your offerings of black, green and herbal options
2. Once the selection is made, ask your customer what size they would enjoy. Teavana® recommends that all teas are served with cup sleeve vs. double-cupping
3. Place the appropriate amount of tea bags in the cup and tuck the tea label(s) into the cup sleeve. Fill cup with appropriate amount of hot water (water temp should be 175-198° F)

8oz	12oz	16oz	20oz
1 bag	1 bag	2 bags	2 bags

4. When you present cup of tea to customer, let them know recommended steeping time – this is based off of type of tea they've ordered:
 - **Green teas = 3 minutes**
 - **Black and herbal teas = 5 minutes**

Preparing Hot, Iced and Tea Lattes

Teavana® Iced Tea

Teavana® Iced Teas provide customer a refreshing option for their favorite blend of iced tea. Iced teas can be served sweetened with Starbucks Liquid Cane Sugar syrup or with lemonade and shaken in our tea shaker and served over ice for your customers.

		Description	Brew Time	2 Liter Pitcher Lid Color
Brewed Iced Tea	Teavana® Iced Black Tea	Premium black tea.	5 minutes	Rust
	Teavana® Iced Green Tea	Green tea is blended with mint, lemongrass and lemon verbena.	3 minutes	Green
	Teavana® Iced Passion Tango® Tea	Our blend of hibiscus, lemongrass and apple. Caffeine-free.	5 minutes	Pink
Filtered Water				Grey

Teavana® 1 Gallon Iced Tea for Barista Served

Follow these step to prepare all blends if iced tea. It is important that all 1-gallon tea for Iced Teas follow these steps below.

Teavana® Iced Tea Lineup

Teavana® Iced Black Tea

Teavana® Iced Green Tea

Teavana® Iced Passion Tango® Tea

Steps:

Yield = 1 Gallon

1	2	3	4	5
Place 1-gallon filter pack in a clean 1-gallon container.	Add 1 quart of hot filtered water and steep - (<i>green teas = 3 min, black and herbal teas = 5 min</i>)	Using tongs, squeeze filter pack to remove excess brewed tea and remove filter pack from container.	Add 3 quarts of cold filtered water and stir.	Transfer your iced tea to a tea dispenser and serve as ordered by the cup. Mark with appropriate iced tea blend

Shelf Life: 12 hours at room temperature or refrigerated

See product card for more details.

Follow recipe card in beverage manual for by the cup instructions

Teavana® Iced Tea

TEAVANA®

Ingredients	12 fl. oz.	16 fl. oz.	24 fl. oz.
Fortana® Classic Syrup	2 pumps (1.75 oz.)	4 pumps (1 oz.)	6 pumps (1.5 oz.)
Teavana® Brewed Iced Tea*	6 fl. oz.	8 fl. oz.	12 fl. oz.
Ice	Fill to 1/2" below rim		

*See Bulk Iced Tea Product Card for preparation instructions

Preparation

1. Add syrup to cold cup.
2. Add brewed iced tea
3. Stir well.
4. Fill with ice.
5. Garnish as desired.



Test Your Knowledge

How long do you steep for green Filterbag tea?

What's the shelf life of brewed Iced Passion Tea?

Which Filterbag tea type has no caffeine?

Notes & Questions: