


The logo for Java City, featuring the words "Java City" in a bold, sans-serif font. "Java" is on the top line and "City" is on the bottom line, both in a dark blue color. The logo is set against a yellow square background.

Java
City

A diamond-shaped sign with a black border and the text "Join the Javalution" in a bold, sans-serif font. The sign is white with black text and is set against a blue background.

Join the
Javalution

A large, bold, sans-serif sign that says "WELCOME" in all capital letters. The sign is white with black text and is set against a blue background.

WELCOME



Java City Barista Training

So you're ready to become a certified Java City Barista? Congratulations! With this booklet, you'll be ready in no time. Just study these few and simple things, ask your supervisor for the Java City tests and you're all set. Good luck!

A tale of two beans...

Although there are several varieties of coffee plants grown worldwide, only two can play a significant role in the coffee industry. The easiest way to remember the differences is to compare the quality and taste. Arabica trees offer the highest quality available, while Robusta trees produce coffee with very poor taste characteristics.

| Arabica | Robusta |
|---|--|
| <ul style="list-style-type: none">• Grows 6-8 meters tall• Grows best between 3,000 and 6,500ft• Needs consistent growing temperatures of 60-70 degrees• Planted on sloping hillsides 9-12 feet apart in similarly spaced rows• Yields 1-1.5 pounds of coffee per tree annually• Very consistent in shape and size• Green to pale green in color• Produces high-end gourmet coffee used by Java City• Consistent in shape, size and color• Handpicked, very labor intensive• Milder and more aromatic, less sharp and bitter• Less caffeine: 1-1.7% caffeine content by weight | <ul style="list-style-type: none">• Grows 8-10 meters tall• Grows well below 2,000 ft• Will tolerate greater range of temperatures and precipitation• Grows larger. Requires 16 feet of space between plants.• Yields 2-3 pounds of coffee per tree annually• Inconsistent shape and size• Brownish in color• Primarily used as cheap blenders for supermarket-grade coffee or used in instant coffee• Inconsistent in appearance• Machine picked, less labor intensive• Roasts less evenly. Presents a full, rather harsh flavor• More caffeine: 2-4.5% caffeine content by weight |

Coffee growing regions

Most of the world's coffee is grown in the Coffee Belt, a strip of about 80 tropical countries between the tropics of cancer and Capricorn.

Within this regions, there are three major coffee growing regions:



THE AMERICAS

Coffees from this region are all grown in Latin and South America with the exception of Kona. The fertile volcanic soil and moist climate of Hawaii create the ideal conditions for producing Kona. Kona is the only coffee grown in North America.

Coffees from the Americas are known for their slightly sweet and lively acidity. In some of these coffees, the acidity sparkles clearly above the other flavor components and in others it provides a delicate but crisp accent.

AFRICA

African coffees often have sweet, fruity flavors reminiscent of fresh fruit. These coffees also generally exhibit bright and winey flavors and have a sparkling acidity with a medium to full body.

INDONESIA

Indonesian coffees are often smooth tasting or “earthy” in flavor, exotic, low in acidity and full bodied. Most can be described

Coffee Harvesting and Processing

Every bean begins its life inside a cherry hanging off the branches of coffee trees growing on mountainsides in exotic locations such as Guatemala, Costa Rica, Kenya and Ethiopia. Like the cherries at your local market, a coffee cherry turns bright red when it reaches its peak point of flavor. All Java City coffee is hand-picked, a process that can take as many as six visits each year to a particular tree.

Once picked the cherries are brought to the processing plant where the beans are removed. Inside the sweet, gummy pulp of the cherry are two flat, green coffee beans. There are two methods used to extract the beans from the cherry: the wet method and the dry method.

WET METHOD

The method requires a large supply of fresh water. A machine strips away the outer layers of the skin and cherry, leaving the beans enclosed in a sticky inner pulp. The beans then are soaked for 24 to 72 hours in fermentation tanks to remove any remaining pulp. Coffees processed through this method generally have high acidity and cleaner flavors.

DRY METHOD

In the dry method, the cherries are laid out to dry in the sun for two to three weeks. Then, a machine strips away the dry outer skin, cherry and inner pulp. Beans processed through the dry method generally have lower acidity and deeper, more complex flavors.

The Roasting Process

TURN-AROUND

First, the roaster drops the green beans into a pre-heated roasting drum causing the temperature inside the drum to drop. “Turn-around” occurs when the temperature inside the roasting drum stops falling and begins to rise again.

YELLOW

After Turn-Around, the temperature inside the roasting drum continues to rise. After approximately 8 minutes, the beans change from pale green to a bright yellow.

FIRST POP

After turning yellow, the beans begin to swell and audibly pop approximately 10- 15 minutes into the roasting process. At this point the beans have approximately doubled in size. This process is best compared to making popcorn in a microwave oven. This is the lightest usable roast level and is often called the Cinnamon Roast because of the bean color. Most canned supermarket coffee is roasted to this level. Beans roasted to first pop are generally characterized by an intense, sour acidity.

FULL CITY

As time progresses, the coffee rapidly changes and moves into the Full City stage. The beans exhibit a smooth texture and turn a light chestnut brown color. Java City’s light roast and some medium-roasted coffees are roasted at the Full City level.

SECOND POP

After reaching Full City, the beans quickly enter the Second Pop stage. The intense heat inside the roaster forces aromatic oils inside the beans to boil to the surface, giving the beans an oily appearance. The beans have now darkened from their original green to a rich chestnut brown color.

DARK ROAST

After Second Pop, some beans are intentionally left in the roaster, creating Vienna Roast, through Italian Roast, and up to French Roast- the darkest coffee Java City produces. These bold and full-bodied coffees are extremely oily and near black in appearance.

Producing and Freshness

PRODUCING FLAVORED COFFEE

We make our flavored coffees using light-roasted Central American beans, coated with highly concentrated extracts in a special mixer. We prepare all our flavored coffees in a completely separate room equipped with its own ventilation and packaging system to safeguard against contamination with non-flavored coffee.

PRODUCING DECAF COFFEE

There are three ways to extract the caffeine from coffee; Indirect Methylene Chloride, Swiss Water Process, and the process that Java City uses: Direct Methylene Chloride. In this process, the green coffee beans are softened by steam for 30 minutes, and then rinsed for 10 hours with methylene chloride. The beans are then steamed again for 8-12 hours to allow any remaining chemical to evaporate; then vacuum-dried to remove excess moisture. This produces excellent coffee that is 97% caffeine free.

FRESHNESS FACTS

The five enemies of freshly roasted coffee are:

1. Oxygen
2. Heat
3. Moisture
4. Direct Sunlight
5. Age

To combat the above enemies, all coffee shipments from Java City arrive in nitrogen-flushed bags with one-way valves.

Shelf Life for 5lb. bags:

Unopened: 120 Days from production

Opened: 21 days when stored in a cambro

Shelf Life for pre-ground frac-packs:

Unopened: 90 days from production

Opened: 10 minutes

Coffee, etc...

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STORAGE STANDARDS

Never combine old beans and new beans.

Never store coffee in the freezer or refrigerator.

After 21 days of opening, any remaining beans must be discarded.

FLAVOR DECONTAMINATION

Grinders: Run one pound of dark roasted beans through on espresso grind.

Brew Baskets: Soak the basket in Equipment Cleaner for 2 minutes.

Coffee Pots: Brew a bag of Equipment Cleaner into the pot, and allow it to soak for 2 minutes.

GRINDING AND BREWING COFFEE

Our coffee grinder must be on the “Drip” setting for our machines.

To brew coffee, you need 5 oz. for a half pot, and 8oz. for a full pot.

Coffee may not be pre-ground, as it quickly loses its freshness after grinding.

After brewing flavored coffee, the spray head and surrounding area should be wiped down with sanitizer.

Coffee should not be served until the brew process is complete; otherwise the proportions of coffee and water are not balanced.

Beverage Preparation

6 KEYS TO QUALITY ESPRESSO

- 1) Freshly ground Coffee- For best results, the grinder should never grind more than 30 minutes worth of espresso. Never use ground espresso from the previous day.
- 2) Clean portafilters- Always make sure the portafilter is clean and free of coffee grinds before adding more.
- 3) Use the correct dosage- If you think you did not get a full dose, start over. Be sure to tamp the grounds before use.
- 4) Use the correct grind- Our grinders are already set to the correct size!
- 5) Correct brew time- The best espresso is brewed in 15- 25 seconds, with 20 being perfect. Too quick, and it will taste watery, while too long and it will be very bitter. Once the shot is brewed, it must be used within 10 seconds.
- 6) Quality crema- The crema is the caramel- colored froth that appears on top of a shot of espresso. It is a sign of freshness and it helps seal in the flavors.

STEAMING RULES:

If a guest orders “extra-hot” milk, it should be steamed to 170 degrees.

If milk ever reaches 180 degrees, it is scalded and must be discarded.

Milk may be re-steamed once, but it will not be able to re-foam. You may add milk to the pitcher until it reaches 100 degrees to make more foam.

The steaming wand should ideally be cleaned after every use.

How Much...?

HOT DRINKS

Lattes, Mochas, and White Mochas

| Size | Espress Shots | Torani | Chocolate |
|--------|---------------|--------|-----------|
| Short | 1 | 4 | 2 |
| Tall | 2 | 6 | 3 |
| Grande | 2 | 8 | 4 |

Cappuccinos and Americanos

| Size | Espress Shots | Torani |
|--------|---------------|--------|
| Short | 2 | 4 |
| Tall | 3 | 6 |
| Grande | 4 | 8 |

ICED DRINKS

Lattes, Mochas, and White Mochas

| Size | Espresso Shots | Torani | Chocolate |
|--------|----------------|--------|-----------|
| Grande | 1 | 4 | 6 |

Cappuccinos and Americanos

| Size | Espresso Shots | Torani |
|--------|----------------|--------|
| Grande | 3 | 4 |

The 5 key elements of guest service:

1. HOSPITALITY AND APPRECIATION

Greet and guest and make them feel welcome and valued by asking questions such as “How are you doing today?” Our goal is to make every guest feel at home.

2. CONSISTENCY AND ACCURACY

Guests will have a negative perception of our products if they are served something different each time they order the same thing. Be sure every order is served completely and accurately by following the recipe guides, and checking to make sure all of the necessary elements were included.

3. PRODUCT KNOWLEDGE

If a guest asks a question to which you don't know the answer, never guess. Always find someone who knows for sure. Or direct them to the Java City website.

4. FAST SERVICE

If you get more guests than you can assist in 30 seconds, always ask your fellow team members or manager for help. Fast and efficient service is critical.

5. LISTENING

Listening carefully to guests when they place their order ensures that they will not have to repeat themselves unnecessarily. It is helpful to repeat the order back to your guest to eliminate mistakes.

Unexpected Excellence

UNEXPECTED EXCELLENCE

To ensure guest loyalty, we must do more than simply serve coffee and espresso beverages with a smile. To earn the business of our guests, we must build genuine and lasting relationships with them on a daily basis. Once we have accomplished this feat, our guests will not only visit for our fabulous products, but also to check in with their favorite Javanistas!

CREATING A UNIQUE EXPERIENCE

Competition in the specialty coffee business is intense. The key point to remember is that your guests always have other options besides Java City. With all the alternatives available, you may be wondering why your guests should choose Java City? The answer is THE EXPERIENCE! It is up to you and your fellow team members to provide guests with a unique experience by making them feel welcomed and valued.

“UNEXPECTED EXCELLENCE”

When guests enter one of Java City’s cafes, they expect certain things: quality products, cleanliness, good service, speed and knowledgeable employees. To create unexpected excellence, you must provide your guests with qualities that they do not expect to find, such as recognition, anticipating their needs, a sense of urgency and absolute satisfaction. Examples of this service include asking if they would like room for cream in their coffee, remembering their name or order, offering a tray or Java Jacket, and correcting any problems quickly and effectively as they arise.

CUSTOMERS VS. GUESTS

A customer is a person who buys goods and services, for example, a person buying gas. During this transaction, it is unlikely that the clerk will know or use your name. You could gas at any other station and still receive the same results- a full tank of gas. There are probably dozens of gas stations in your town, yet the result is the same at nearly all of them. Being a guest is a totally different type of experience. When you are a guest you are no longer anonymous. For instance, you are a guest in a hotel, or when staying at a friend’s house. The level of service is much higher, and you are treated warmly and with respect.

The 2 types of guests:

THE REGULAR GUEST

They may come in once a week, once a day, or even more frequently. Many will have a consistent day and time that they stop by, and they usually know exactly what they want. In addition to giving us their business, they provide you with new guests by telling their friends, relatives, and acquaintances about Java City.

How to satisfy your regular guests:

Recognize your guests immediately and greet them with a smile.

Memorize the orders of your regular guests.

Learn the names of your regular guests and greet them by name whenever possible

Create a rapport with your guests by making comments like “Having your usual today?”

THE NEW GUEST

Guests new to your location will usually stand back from the counter to observe what is going on and to see what you offer.

How to satisfy your new guests:

Make immediate eye contact and greet them. Once they are greeted, they are less likely to turn around and leave.

Give them some extra time to pace their order. Let them get familiar with the menu boards and the variety of products offered.

Ask them if they have any questions. Java City features a large variety of options and we have a beverage that will suit nearly everyone.

Offer them another item that compliments their order. They may not be aware of the full menu.

If they seem disoriented, it is important to show them where to place their order, where to pick it up, and where to find the appropriate condiments.

Most important: Provide them with great guest service and they will become frequent guests.

The Big 3

Java City uses the Big 3 to provide our guests with an exceptional experience every time they visit one of our locations. Greet every guest. Greet guests with a warm smile and make eye contact. This immediately makes them feel at home and lets them know that we strive to provide a caring environment where our guests are valued. Suggestive sell. By offering complementary items, you help to make your guests aware of our complete menu offerings and also help to ensure that they have a satisfying experience at Java City. Thank you. Thank the guest and invite him or her to return. This final step reinforces the previous steps. After step three is completed, guests should leave feeling that they were valued and taken care of while in our café.

SUGGESTIVE SELLING

1. Always assume guests want the largest size beverage when they don't specify a size.

Examples:

“Oh, would you like the 20 oz. mocha?”

“So, that will be a large Latte?”

2. Always suggest extra shots of espresso.

Examples:

“Oh, you're tired? Do you want to make it a double shot?”

“You have a long drive ahead? You should definitely try a shot of espresso in your coffee”

3. Always suggest flavored syrup shots.

Examples:

“Have you tried this drink with a shot vanilla? It's really good!”

“How about a shot of flavored syrup in your drink today? They're fat free.”

Role play examples:

1. A guest approaches you and says “I’ve been buying grocery store coffee my entire life, what is so special about your coffee, and why is it so expensive?” How do you respond?

Answer: Gourmet coffee is a different species of coffee called Arabica. Arabica beans are hand picked, hand processed, and freshly roasted to ensure consistent top quality. As a result of the special care and time that Arabica beans require, the coffee is more expensive than lower quality commercial beans.

2. A guest orders a White Mocha and returns it after receiving it and rudely comments “This drink is so sweet, I cannot drink it!” How do you handle this guest?

Answer: Replace the drink right away at no charge, asking the guest how sweet they would like it. Also, their drink must be put ahead of all other drinks in line.

3. A gentleman receives his muffin and coffee and as he is walking out the door, spills the coffee. What do you do to handle this guest?

Answer: First, ask if he is okay. Next replace his coffee with a fresh cup at no charge.