



Fact Sheet: Starbucks Colombia – *Parque de la 93*

Calle 93 con Carrera 13, Bogota, Colombia

July 17, 2014

At Starbucks, we have the unique opportunity to be a part of people's lives where they live, work and play. With 18 studios around the world, we're able to design stores to reflect the neighborhoods we serve, thereby enhancing the connection our customers and partners (employees) make over a cup of coffee. Starbucks® first store in Bogota is the next chapter in that story – a beautiful space designed to honor Colombia's rich coffee heritage and Starbucks 43-year history purchasing premium *arabica* coffee from Colombia coffee farmers.

Key Highlights

- ✓ **First Starbucks® store in the world to serve 100 percent locally sourced coffee.** Starbucks at *Parque de la 93* is designed to be a celebration of Colombia's high-quality, *arabica* coffee. The store will serve five different varieties of Colombian coffee, including Colombia Espresso, Colombia Espresso Decaf, the single-origin Colombia Nariño, Colombia and a special limited-edition Colombia El Peñol coffee. Colombia is the first country in the world where Starbucks is serving 100 percent locally sourced coffee.
- ✓ **First Starbucks® store in Latin America to offer Starbucks Reserve® coffee,** a special collection of rare, exquisite *arabica* coffees sourced from smallholder and estate farms around Colombia, available for a limited time in select stores.
- ✓ **First Starbucks® store in Latin America to offer The Clover® Brewing System,** which lets customers discover new layers and dimensions within a coffee's familiar aroma, flavor, body and acidity, brewed fresh by the cup. Clover® brewed coffee is only available in select Starbucks® stores.
- ✓ **Four areas for four unique coffee experiences.** Starbucks at *Parque de la 93* offers a beautiful terrace for customers who want to enjoy their coffee outdoors, a main retail area for grab-and-go options, an interactive coffee bar experience on the second level where customers can discover new types of coffee and different brewing methods like the pour-over style Chemex® Coffeemaker or the classic coffee press, and a quiet seating area upstairs for customers who want to simply relax and recharge.

- ✓ **A true collaboration between Starbucks and local artisans and designers, featuring locally sourced materials.** The Starbucks store design team, led by Starbucks senior designer for Latin America Bret Lewis, worked closely with well-known painter and illustrator Luis Carlos Cifuentes (who grew up in the Santander area and now works in Bogota), Colombian industrial and furniture designers Ana Reza Hadden and Mariana Veira, and Perceptual Studio, a Medellin-based interiors company, to create a store design that connects the Starbucks brand to Colombia's rich artistic heritage.

In-Depth

- **Location & Size:** *Parque de la 93* is one of northern Bogota's most cosmopolitan commercial and recreational destinations, best known for being a place to gather and explore new shops, restaurants and cafes. The new Starbucks® store located here is 260 sq. m. (approx. 2,700 sq. ft.) including both the indoor space and outdoor seating area. The store is located in a building designed by well-known Colombian architect Hembert Peñaranda.
- **Store Design & Experience:** Starbucks goal was to marry the industrial luxe aesthetic of Starbucks distinctive design palette with the handmade designs and patterns found throughout Colombia to an aesthetic that is truly unique to *Parque de la 93*. Customers will find the store is an ideal destination to relax, recharge and explore Colombia's rich coffees. Key highlights include the following:
 - **FIRST LEVEL:** Music greets customers upon entering the covered & heated terrace (patio), featuring long outdoor banquettes and lush planters full of local Colombian plants. Upon entering the ground level of the store, customers will find the main retail area, offering espresso beverages, brewed coffee, grab-and-go items, food, Starbucks® merchandise, The Clover® Brewing System, and Starbucks Reserve® coffees. Customers will also find pour-over brewing at the beverage hand-off station and a large overhead mirror to see how baristas are hand crafting their beverages.
 - **SECOND LEVEL:** Past the stairs, the second level is designed to physically transform from a community seating area at certain hours, into an interactive coffee bar experience. Customers can try new coffees and brewing methods, such as the pour-over style Chemex® Coffeemaker or the classic coffee press. In this interactive environment customers will have the opportunity to spend more time with Starbucks baristas, explore Starbucks® coffees, ask questions, and purchase their favorite brewing equipment and packaged coffee for home use.
 - **THIRD LEVEL:** As customers continue up to the third level, they will see a large window flanked by two vertical garden walls with colorful native plants, including *Transcantia (Panamena)*, *Coleus (gitana)*, *Anturio* and *Kalipha*. The flooring patterns reflect Colombian and Spanish motifs, as does the railing, based off a pattern found in traditional Colombian pottery.

- **Locally Sourced Materials:** The outdoor furniture at *Parque de la 93* is made with locally sourced *Teka* wood and the interior ceiling is made with a local wood called *Pino*. Each of the table tops also use a variety of local woods creating a unique pattern. These woods include *marfil*, *cedro*, *zapán*, *granadillo*, and *flor morado*. The large community table is made of walnut and hand rubbed with Tung oil to help highlight the natural wood. The handmade concrete columns were preserved in the space to embrace the local artisan technique.
- **Coffee Experience:** Colombian coffee is often regarded as some of the highest quality *arabica* coffee in the world. *Parque de la 93* will serve five different varieties of Colombian coffee.
 - **Starbucks Reserve® Coffee:** With a special Starbucks Reserve® coffee bar, customers will have a unique opportunity to explore some of Colombia's rarest, most exquisite coffees, sourced from small farms around the region. Starbucks Reserve® *Colombia El Peñol* will be exclusively launched as part of the store opening celebration, with additional Starbucks Reserve® coffees to follow.
 - **The Clover® Brewing System:** *Parque de la 93* will be the first Starbucks® store in Latin America to feature a Clover® Brewing System, one of the most significant innovations in coffee brewing since the introduction of the espresso machine.
 - **Interactive Coffee Bar Experience:** The second level of the store features a community table where customers are invited to engage with Starbucks baristas and learn about the different aspects of coffee, from blend, to roast, to taste in cup, as well as brewing techniques.
- **Local Artist Collaborations:** Inspired by the pre-Colombian gold era and Starbucks coffee heritage with Colombia dating back to 1971, the store contains various iconic features designed specifically made for this store. Starbucks store design team, led by senior designer Bret Lewis, worked with various Colombian artists to commission each piece. The traditional hardwood tabletops and nesting merchandise table were designed by the prominent Colombian interior designer, [Mariana Vieira](#). A spectacular six meter (19.6 ft.) mural was created with coffee pigment and acrylics by the renowned Colombian artist, [Luis Carlos Cifuentes](#). This whimsical mural is a depiction of the Siren (mermaid) underwater, celebrating as the first shipment of coffee from Colombia makes its voyage to the United States in 1971. At the heart of the store, a large operative "feature screen" serves as both a functional and decorative element in the store. Designed in collaboration with Colombian industrial designer Ana Reza Haden, this screen captures patterns from Colombia's indigenous tribes and acts as a beautiful backdrop to the interactive coffee bar area. The screen manually lifts up and down with an engineered counterweight system, revealing the coffee bar as needed.
- **Lighting:** All general lighting in the space is LED to help reduce energy consumption. Most of the decorative lighting throughout the store is made with an antiqued brass or hammered brass.

- **Seating:** This store offers a mix of seating options, including an exterior café space with a custom bench, lounge seating that looks out to the park, and a few bar seats at the ground level. A large community table accommodates large groups or individuals with laptops, with free WiFi and easily accessible integrated outlets for charging. Upstairs, the store offers soft lounge seating, as well as two top and four top café seats.
- **Food Offerings:** Starbucks at *Parque de la 93* serves locally inspired food offerings as well a few Starbucks® favorites, such as “Palito de Queso” (cheese sticks), Chicken, Spinach and Blue Cheese Cakes, and Almond Croissant with Arequipe (a traditional Colombian milk-based confectionary, similar to *dulce de leche*).

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