



Starbucks Coffee Company

Dec. 2014

Fact Sheet: The Craft

Starbucks Reserve® Roastery and Tasting Room

The art of roasting is what first attracted us to coffee; it's an expertise that we've been perfecting ever since opening our original Pike Place Market store, and it's an art we've practiced every day since. From the carefully-sourced, small-lot beans, to unsurpassed roasting expertise, to our highly-skilled Coffee Masters, there's decades of history and knowledge that goes into every cup at the Roastery. It is a fine art learned only after years of experience.

We guarantee an incredible cup of coffee because of the care we put into ensuring quality from farm to cup. We strive to share this passion through the finest coffee experiences, and we're proud to introduce the Starbucks Reserve® Roastery and Tasting Room where coffee will be roasted literally within feet of where it will then be handcrafted with care by the cup.



ROASTING 101



- The Roastery is designed to provide an intimate look at the roasting process for our Reserve coffees.
- The transformation begins when green coffee beans are heated. After 5 to 7 minutes of intense heat, the "first pop" occurs – the beans double in size, crackling as they expand.
- Somewhere between 11 and 15 minutes (it's different for every coffee), the beans start to develop their full flavor potential. The "second pop" signals the moment is at hand.
- As the beans are released into the cooling tray, the smell of freshly roasted coffee fills the air.
- Freshly roasted beans travel through clear tubing to behind-the-bar silos or straight to an in-house pack line to be packaged.

THE THEATER OF ROASTING

With over 40 years of roasting expertise, we've learned that each coffee bean requires a unique balance of temperature and time to reach its individual flavor – what is commonly referred to as the "roast curve." Our Master Roasters consider every coffee and harvest individually, formulating a roast that brings out the most desirable flavors and highlights the complexities of each small batch.

All Starbucks Reserve® coffees will be roasted on one of two functioning roasters—the **Probat G-120 Roaster**, which roasts up to 260 lbs of green coffee for distribution to Starbucks Reserve™ cafes around the world and for sale on Starbucksstore.com and the **Probat P25 Roaster** which roasts up to 25 lbs of green coffee for use in our Starbucks Reserve® Roastery and Tasting Room café.

BREWING THE PERFECT CUP

The Roastery will only roast Starbucks Reserve® coffees – small-lot coffees carefully selected by a team of dedicated coffee experts who uncover these special harvests from farms around the world. Each coffee requires slightly different amounts of time and temperature during the roasting process to create a cup of coffee that is at its peak aroma, acidity, body and flavor.



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To celebrate these rare beans, the Roastery offers a number of ways to experience coffee. When you order a cup of coffee at the Roastery, one of our trained Coffee Masters will guide you through the brewing experience, starting with the history of coffee and highlighting the *terroir* to find the exact right brew method for your preference and the coffee.

- **Pour-Over:** Produces a delicious, clean cup of coffee that allows subtle flavor notes to shine
- **Chemex:** Produces a rich, clean and flavorful cup of brewed coffee
- **French Press:** This method retains the flavorful oils of the coffee resulting in a rich and full-bodied cup
- **Siphon:** A true demonstration of coffee artistry and science yielding a coffee unlike any other brewing method
- **Espresso:** Using finely ground coffee brewed under high pressure, this method produces an aromatic, concentrated layered shot with a golden crema on top.
- **Clover Brewed Coffee:** Highly precise, the Clover utilizes a full-immersion brewing method paired with vacuum extraction to bring out the coffee's flavors.