



Starbucks Coffee Company

Dec. 2014

Fact Sheet: Customer Experience

Starbucks Reserve® Roastery and Tasting Room

COFFEE AUTHENTICITY

Starbucks stores serve as a third place, inspiring moments of connection around the world. Designed as a fully immersive, all sensory experience, the Starbucks Reserve® Roastery and Tasting Room is the future of the coffeehouse. Created to bring customers closer to coffee than ever before, each aspect of the Roastery was chosen with intention, handcrafted to reflect the journey of coffee – from the moment the farmer picks the cherry to when it is poured into the cup. Its open space allows customers to explore their environment, moments of discovery that encourage curiosity. A modern interpretation, the Starbucks Reserve® Roastery and Tasting Room honors the integrity of the journey - beautifully, sustainably and with care.

INSPIRING COFFEE CURIOSITY

The Roastery offers unobstructed views into the process of coffee roasting and brewing with the opportunity to learn directly from Master Roasters.

- Green coffee beans speed through clear tubes in the ceiling to one of two roasters in the center of the building.
- Roasted beans are delivered to a café bar where a Coffee Master will handcraft the perfect beverage on guests' brew method of choice.
- Built to honor the infrastructure of the historic building, the space is LEED-certified and constructed of reclaimed materials.
- Decorative ceiling elements evoke dipped stirring sticks and the Symphony copper coffee tubes are reminiscent of latte art.
- Silos over the main bar are in four different shapes conveying the rarity and preciousness of the Starbucks Reserve® coffee within.
- Solari Board with mechanical flaps displays what's currently roasting and by whom, in addition to buyer's notes and stories about the origin of the bean.

COFFEE, FOOD & MERCHANDISE

- Many Starbucks Reserve® coffees are available for purchase immediately after cooling from the roaster, scoopable by the ounce or brewed on Clover®, Pour-Over, Coffee Press, Chemex®, Siphon or Cold Brew.
- Exclusive specialty espresso beverages handcrafted to order, like Iced Sparkling Espresso with Mint, coffee flights and Pantheon™ coffee, a Starbucks Reserve® blend available at no other Starbucks store.
- A carefully curated collection of brewing equipment, Roastery-exclusive merchandise and inspiring finds from Seattle's most respected artisans.
- Freshly baked pastries, fresh salads, sandwiches, snacks and sweets by Chef Tom Douglas available in the café, including items incorporating coffee itself like the coffee roasted turkey sandwich and the espresso shortbread.
- An in-house Serious Pie restaurant, with café beverages available for order.

INTEGRATED TECHNOLOGY

- A Coffee Passion Projection Wall made of smart glass that's visible from the inside and outside of the Roastery with images of coffee at origin, on our farm – Hacienda Alsacia – in Costa Rica.
- Dedicated website (www.starbucks.com/roastery) with information relevant for visiting guests including the Starbucks Reserve philosophy, in addition to a visual tour of the space for those who cannot visit.

ART IN THE DETAILS

Welcomed by the Siren – The Starbucks siren, in copper relief and in the original Pike Place representation, will be on the façade over the main entry to the Roastery.

Whole Bean Scooping Table – As guests enter through the foyer they will be greeted by a whole bean coffee scooping table evoking the historical mercantile beginnings of Starbucks Pike Place store.

Iconic Cask Shell – The copper cask shell at the center of the Roastery contains all of the roasted Starbucks Reserve® coffee silos. It's designed to transform at night when lights from within will reveal on its surface a map of the world and its coffee growing regions.