

Starbucks Reserve™ Roastery Milano

Fact Sheet: Overview

Starbucks Reserve Roastery Milano

Piazza Cordusio, 3
20123 Milan, Italy
www.starbucksreserve.com

- ★ Daily Hours: 7:00 AM to 10:00 PM
- ★ 25,000 square foot facility
- ★ Projected to roast 1.2 million pounds of Reserve coffee in the first year – 20 different coffees per year
- ★ 300+ Starbucks partners (employees) hired to staff the Roastery
- ★ 100% of the materials and finished pieces used for the Roastery were made in Italy
- ★ Menu includes an array of coffee and tea selections, in addition to Italian pastries, pizza al taglio, aperitivo and other specialties by Milan baker Rocco Princi
- ★ First Starbucks Roastery to feature an Arriviamo Bar, with high-end mixology experience
- ★ First Starbucks Roastery in Europe and first Starbucks in Italy; will be followed by additional cafes in Milan later this year
- ★ 2018 marks Starbucks 20th year in Europe (first store opened in London, UK, in 1998)

A dream 35 years in the making, Starbucks opened its first store in Italy, the highly anticipated Reserve Roastery in Milan, on September 6, 2018. The Milan Roastery is the crown jewel of Starbucks global retail— a place where Italian customers can come to discover the art and science of coffee in a breath-taking environment that is both an homage to the city of Milan and a celebration of everything Starbucks has learned about coffee in its 47-year history.

COFFEE

Starbucks sources only *Arabica* coffee from more than 30 countries from around the world. Its broad range of farmers, co-operatives and suppliers offer a vast ecosystem to supply coffee in small quantities, like our Reserve brand, and at scale, such as our ongoing favorites Pike Place® Roast and House Blend. This community also ensures that our quality, environmental and ethical sourcing standards are being met. By working with this diverse group not only is Starbucks able to offer customers a variety of core, rare and seasonal coffees but it supports the overall growth and stability of the collective specialty coffee community. The Milan Roastery will exclusively roast Starbucks Reserve™ coffees, which will either be brewed in-store for or packaged for distribution and sale at Starbucks stores across Europe, the Middle East and Africa.

CRAFT

Masterful roasting is what first attracted us to coffee, and it's an expertise that we have practiced every day since we opened our first store at Pike Place Market. Our Master Roasters will guide the exceptional small-batch roasting process for each Starbucks Reserve™ coffee, considering every harvest individually. At the Roastery, customers can have a coffee expert craft their coffee using six different brew methods. All of our small-lot Starbucks Reserve coffees are roasted at the Roastery; immediately after cooling from the roaster, these rare coffees are available for purchase – freshly brewed or bagged – including Starbucks Reserve Pantheon Blend, a Starbucks Reserve blend sold exclusively at the Roasteries in Seattle, Shanghai, and now, Milan. The centerpiece of the Roastery is a **Scolari Roaster Model FIMT 60**, which roasts up to 130 lbs of green coffee for distribution to Starbucks Reserve cafes across Europe, the Middle East and Africa.

CUSTOMER EXPERIENCE

The introduction of the Reserve Roastery in Milan reinforces the company's investment in its premium brand, as well as serves as a pipeline of retail and product innovation for its core stores around the world. In a fully sensory, immersive experience the entire space offers moments of discovery. Designed with intention, each detail was handcrafted mirroring the handcrafted nature of coffee – from the moment the farmer picks the bean to how it ends up in the cup. This Roastery honors the integrity of the process, and the natural environment from which coffee comes from – beautifully, sustainably and with care. The Milan Roastery offers unprecedented visibility

into the art and science of coffee roasting, with 360-degree, walkaround views, and supplemented with a digitally interactive AR experience that dives into the detail of Starbucks approach to coffee sourcing and roasting.

COMMUNITY

At the heart of Starbucks is our mission: to inspire and nurture the human spirit—one person, one cup and one neighborhood at a time. That sense of purpose extends beyond the company's stores, to its partners (employees) and their families, the communities they serve, and the planet that we all share. As Starbucks opens its doors in Milan, the company will focus on

STARBUCKS RESERVE™ 

creating educational and career opportunity for youth across the city, both within the company and for the broader community.