

04

SHIFT SUPERVISOR



US COFFEE TRAINING

JOE & THE JUICE - September 2025

SHIFT SUPERVISOR





LEVEL 2 - SHIFT SUPERVISOR

LEARNING OBJECTIVES: Learn everything about our Coffee, how to make it perfect every time, and basic maintenance of our coffee equipment.

1. **UNDERSTANDS COFFEE:** Knows origin regions, flavor profiles, the J&TJ blend.
2. **UNDERSTANDS THE COFFEE JOURNEY:** Explains Arabica vs Robusta, Specialty Coffee, and the full bean to cup process.
3. **TASTE:** Tastes espresso and drip coffee to guarantee quality
4. **DIAL IN:** Recognizes under/over extraction and adjusts based on run-time/flavor.
 - Make grinder / recipe adjustments to ensure the dial in is correct.
 - Make grinder / recipe adjustments to ensure the best flavor in Drip.
5. **STEAM MILK & POUR LATTE ART:** Demonstrates correct milk texture, temperature, and consistent pouring technique.
6. **CLEANING & MAINTENANCE:** Ensures daily cleaning of espresso machine, Puqpress, coffee brewer and grinders.
7. **TROUBLESHOOTING:** Capable / prepared to troubleshoot minor issues with coffee equipment.
8. **STOCKHANDLING:** Ensure correct rotation of coffee stock (FIFO)
 - Coffee Beans
 - Milk / Alt Drinks
 - Matcha
9. **TRAINING:** Trains coffee skills at the juicer level



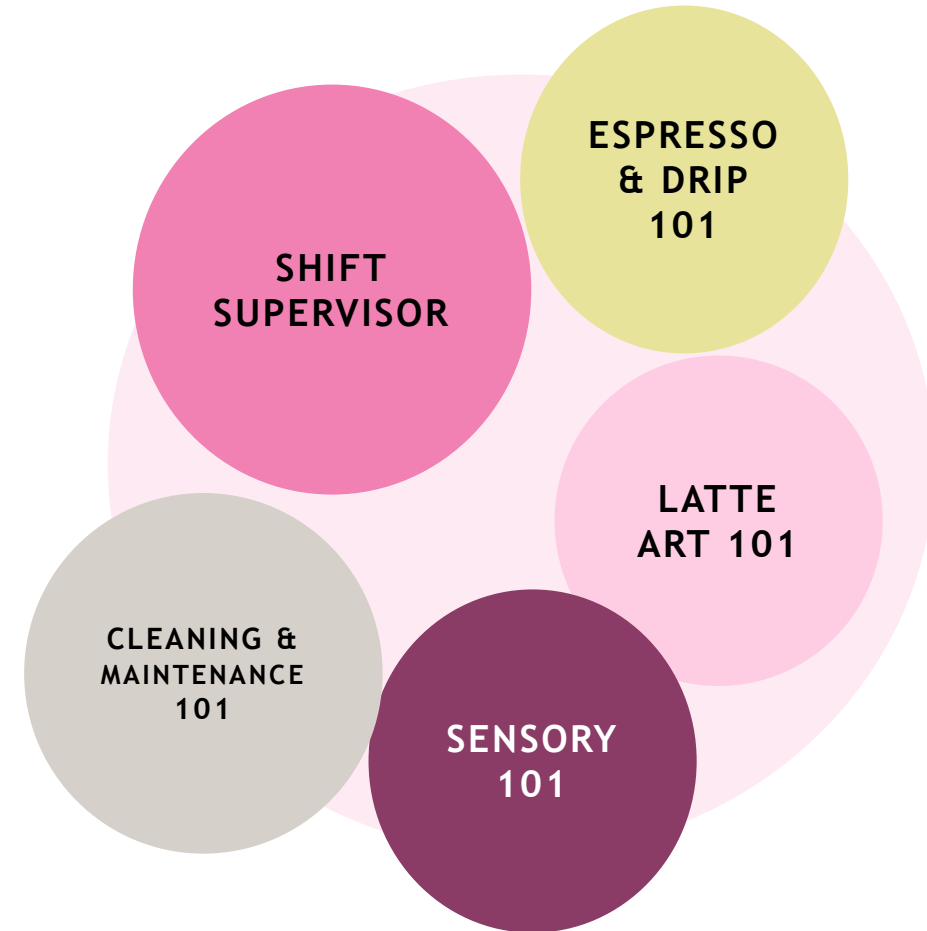
LEVEL 2 - SHIFT SUPERVISOR

Coffee Overview - 30min - E-Campus:

- Overview of Coffee Value Chain from Seed to Cup.
 - Origin, Processing, Roasting, Brewing, Serving.
- Specialty Coffee vs Commodity Coffee.
 - Focus that on Joe we only use “Specialty Coffee”
- Our coffee Profiles (Origin, Roast level, flavor profile)
 - Espresso
 - Drip
 - Cold Brew

Tasting - 30 min - BTC:

- Tasting Fundamentals
 - Basic Tastes.
 - Flavor - Intro to Flavor Wheel.
 - Understanding Flavor (Acidity, sweetness, body & aftertaste)
 - Tasting Exercise





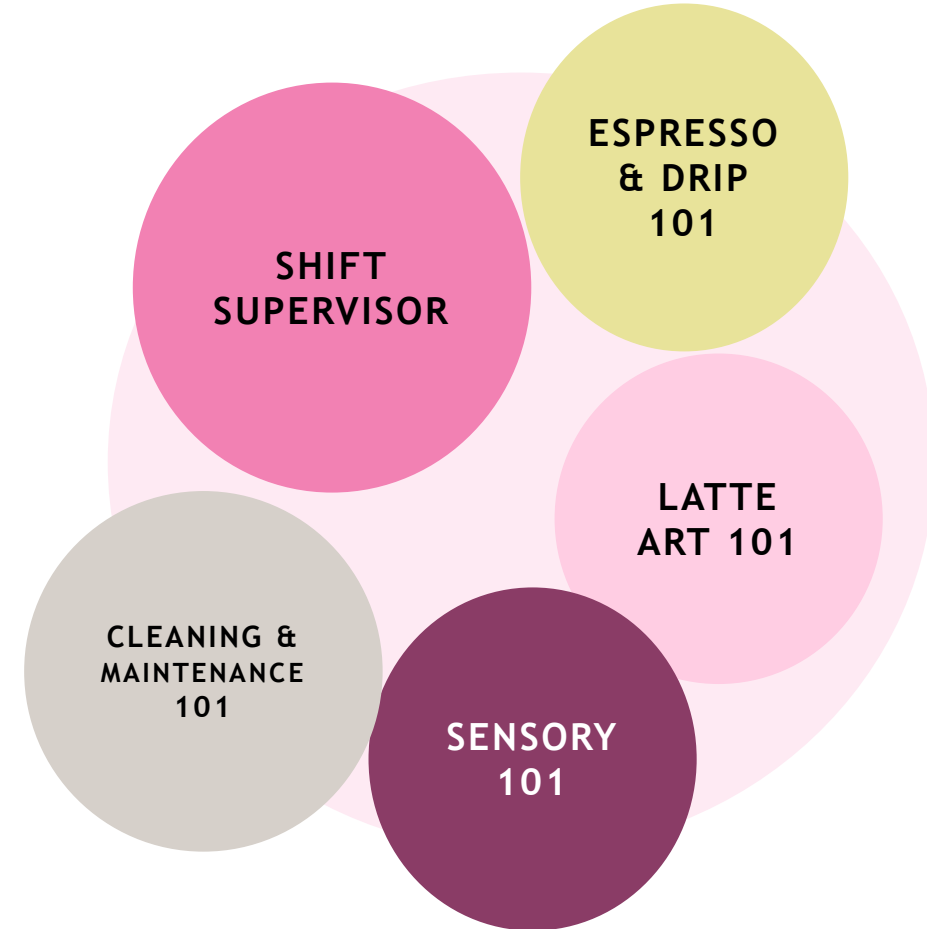
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Espresso - 60min - BTC:

- Joe's Espresso Recipe (dose / yield / time)
- Extraction. Taste the Rainbow.
 - Under extracted.
 - Over Extracted.
 - Balanced Espresso.
- Grinder Adjustments
 - E80 GBW

Milk Steaming & Latte Art - 60min - BTC:

- Standard technique for steaming milk.
 - Good milk vs Bad milk.
 - Correct Temperature & texture.
 - Step by step procedure.
- Latte Art Free Pouring.
 - **Perfect Heart.**
 - 2 & 3 stack tulip.
 - How to use porcelain / to go cups.





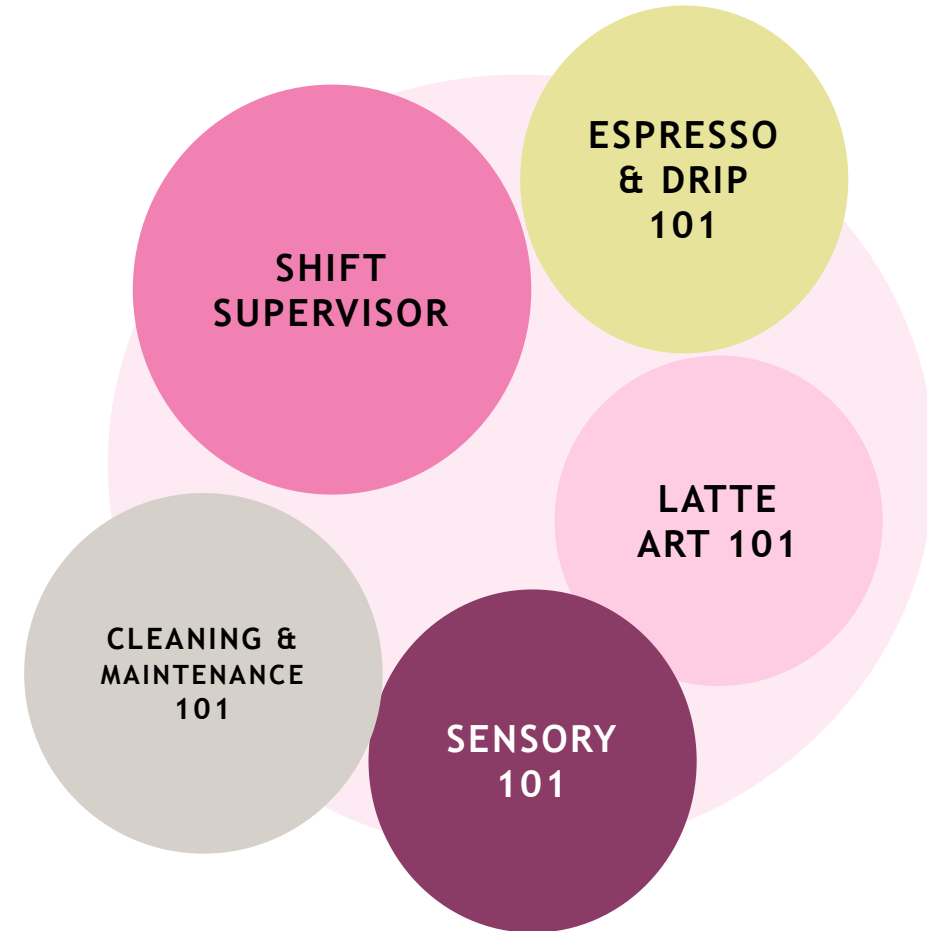
LEVEL 2 - SHIFT SUPERVISOR

Drip Coffee & Cold Brew - 30min - BTC:

- Best Practices for Drip coffee & Cold Brew

Cleaning & Trouble shooting - 30 min - BTC:

- Espresso Machine (EOD / Weekly)
 - Backflush
 - Removal of screens, baskets, etc.
 - Reassembling.
- Espresso Grinder (EOD / Weekly)
 - Weekly cleaning (Clump crusher).
- Pugpress (EOD)
- Fetco Brewer + Airpots (EOD)
- Pitchers & Pitcher Flusher (EOD)





LEVEL 2 - SHIFT SUPERVISOR VALIDATION

30min:

**Validation by Store Manager.*

1. Speed Test - QC (15min) 56 POINTS - Minimum 40 to pass

Checklist - Evaluation Form

- 4 espresso-based drinks with latte art in 8 minutes (MAC&FW Porcelain; CAP&COR To go)
 - Assess quality, cleanliness, temperature, identification of pattern, use of cup, etc.

2. Knowledge Test (15min)

Shift Supervisor Test (Form) 100 POINTS - Minimum 80 to pass

- What are our Coffee Flavor Profiles?
- Espresso dial in basics - Trouble shooting.
- Drip Coffee - Cold Brew recipes and best practices.
- Milk temperature, texture.
- Differences between different milk-based drinks.
- Correct stock rotation.

TRAINING PROGRAM

01

GENERAL COFFEE KNOWLEDGE

**GREAT COFFEE DOES NOT
JUST HAPPEN**



COFFEE VALUE STREAM

FARM



HARVESTING



PROCESSING



DRYING



QUALITY CONTROL



TRANSPORTATION



ROASTING



BREWING





FARM



Coffee farming is a complex process shaped by genetics, environment, and agronomic practices.

- The two main species—**Coffea arabica** and **Coffea canephora (Robusta)**—differ in flavor, caffeine content, and growing conditions. Within these species, **varietals** are selected for disease resistance, yield, and cup quality.
- Successful cultivation depends on **soil quality**—well-drained, nutrient-rich soils support healthy root systems and bean development.
- **Plant nutrition** is managed through organic or synthetic inputs, while **pest control** involves integrated strategies to minimize damage without harming ecosystems.
- **Environmental factors** like **temperature** (15-30° C), **elevation** (1,000-2,000m for Arabica), and **shade** influence bean maturation and flavor.
- **Location** matters: tropical regions with distinct wet and dry seasons offer ideal conditions. Agronomic techniques such as pruning, irrigation, and intercropping enhance sustainability and yield. Together, these elements determine the quality, sustainability, and flavor profile of the coffee we enjoy.



ARABICA VS ROBUSTA



ARABICA



ROBUSTA / CANEPHORA



ARABICA VS ROBUSTA



ARABICA



ROBUSTA / CANEPHORA



ARABICA VS ROBUSTA

ATTRIBUTES	ARABICA	ROBUSTA
ORIGIN	Ethiopia	Lowlands in Central Africa (Guinea, Uganda, East Liberia, Kenya & Congo)
GROWING ALTITUDE	800 - 2200 m.a.s.l	< 800 m.a.s.l
% OF WORLD PRODUCTION	> 60%	< 40%
YIELD	Less resistant to plagues = less yield	More resistant to plagues = more yield
PRICE	More expensive, traded in NY stock market	Less expensive, traded in London stock market
CAFFEINE	0,8 - 1,5%	1,7 - 3,5%
BIGGEST PRODUCER	Brazil	Vietnam
FLAVOR PROFILE	Refined and more complex	Bitter and more astringent



ARABICA VS ROBUSTA

ARABICA = PREMIUM EXPERIENCE

- **Flavor First:** Arabica beans offer a rich, nuanced profile—fruity, floral, nutty, and sweet notes with higher acidity. This complexity makes Arabica perfect for **specialty-grade** brewing, which focuses on taste clarity and uniqueness.
- **Customer Expectation:** Coffee lovers recognize and prefer Arabica for its smoother finish and layered flavors. This helps us build trust and loyalty.

ROBUSTA = FUNCTIONAL, NOT FLAVORFUL

- **Bold but Bitter:** Robusta has a more bitter, earthy, and one-dimensional taste. It contains twice as much caffeine, which may be a selling point for energy-driven products but often sacrifices flavor depth.
- **Industrial Use:** Commonly used in instant coffee, vending blends, or as filler in low-cost commercial blends.
- **Lower Quality & Cost:** Robusta beans are easier to grow and more resistant to disease, making them cheaper—but that efficiency often comes at the expense of taste and customer experience.

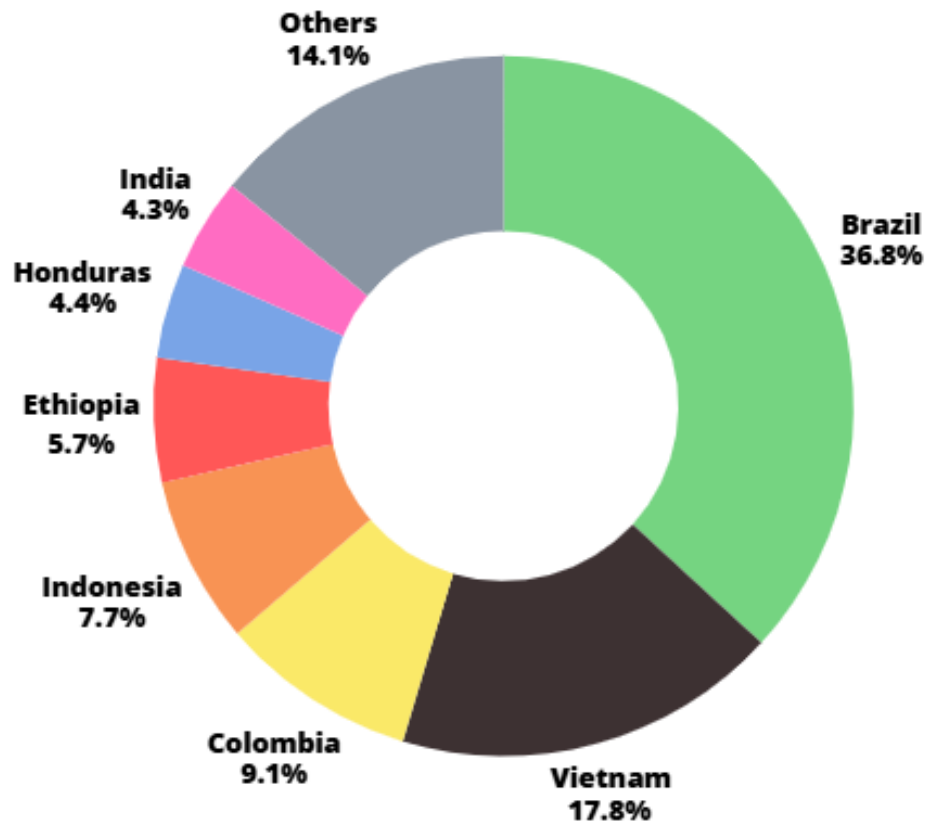
WHY JOE & THE JUICE CHOOSES ARABICA?

- We commit to 100% specialty grade Arabica beans (scoring 80+).
- Specialty Arabica supports sustainable farming and fair-trade practices.
- Our coffee experience is built on flavor, craft, and quality. **Not shortcuts.**





MAIN COFFEE PRODUCING COUNTRIES

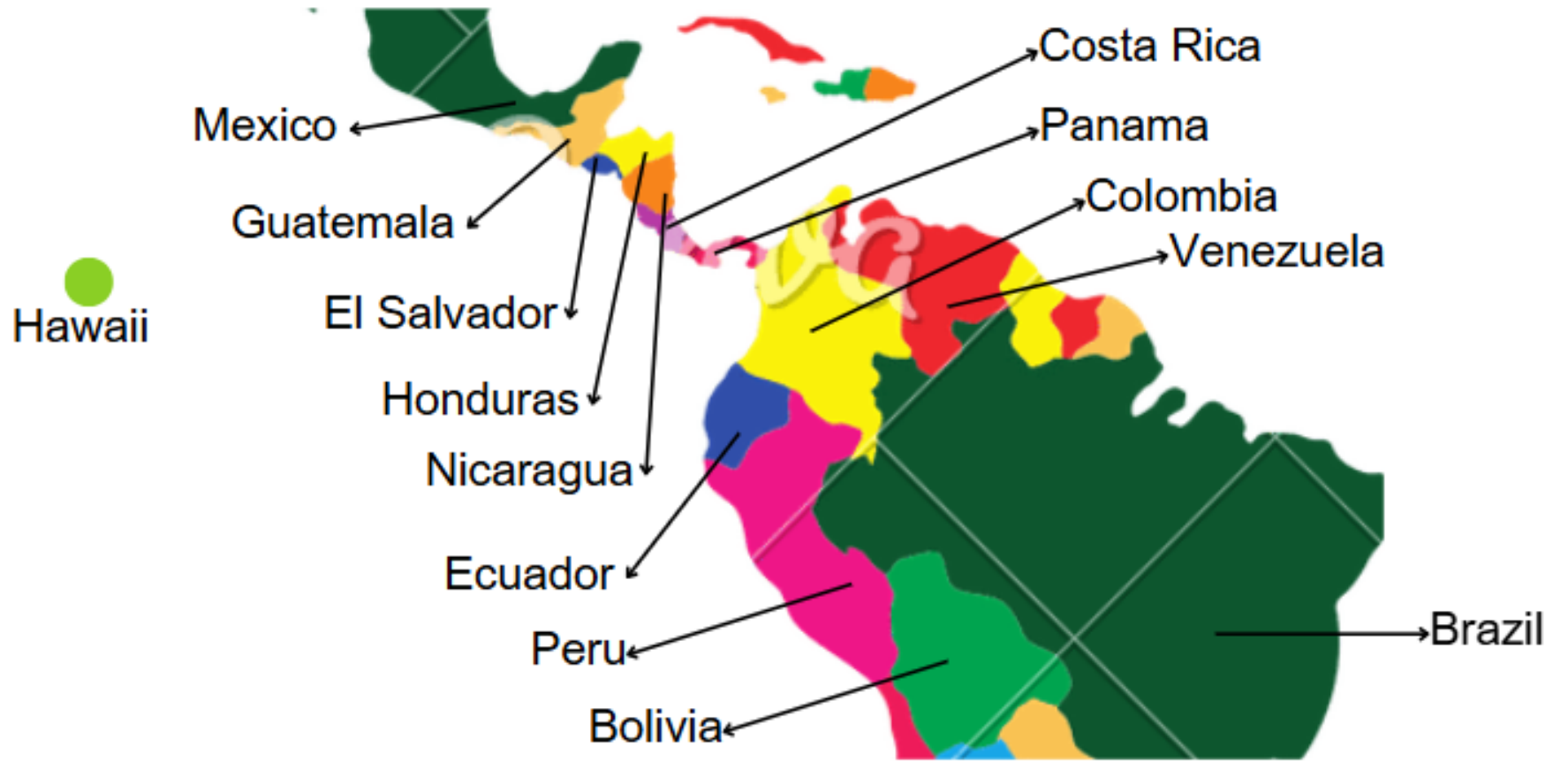


COUNTRY	KEY HIGHLIGHTS
Brazil	Largest producer globally (30%+ of world supply). Known for smooth tasting Arabica.
Vietnam	Major Robusta producer. Strong, bold flavor profile.
Indonesia	Diverse microclimates. Produces both Arabica and Robusta.
Colombia	Famous for high-quality Arabica with bright acidity and floral notes.
Ethiopia	Birthplace of coffee. Unique heirloom Arabica varieties.
Uganda	Strong Robusta production, with growing Arabica output.
Peru	High-altitude Arabica with clean, mild flavors.
India	Produces both Arabica and Robusta. Known for monsooned beans.
Honduras	Rising star in specialty Arabica.
Central African Republic	High per-capita production. Emerging specialty coffee region.



GROWING REGIONS

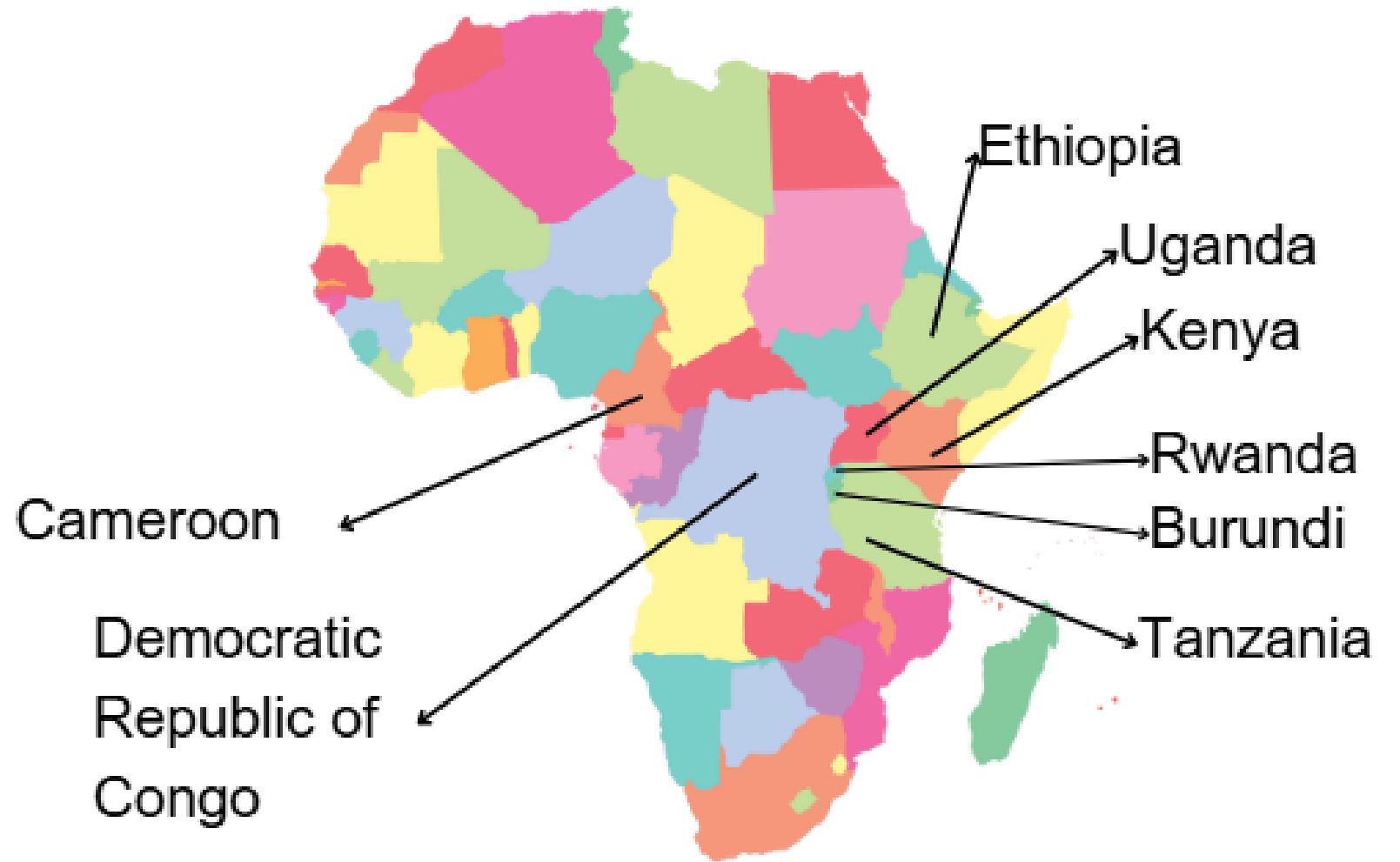
- Mild & Balanced
- Nutty
- Spiced
- Mild Acidity





GROWING REGIONS

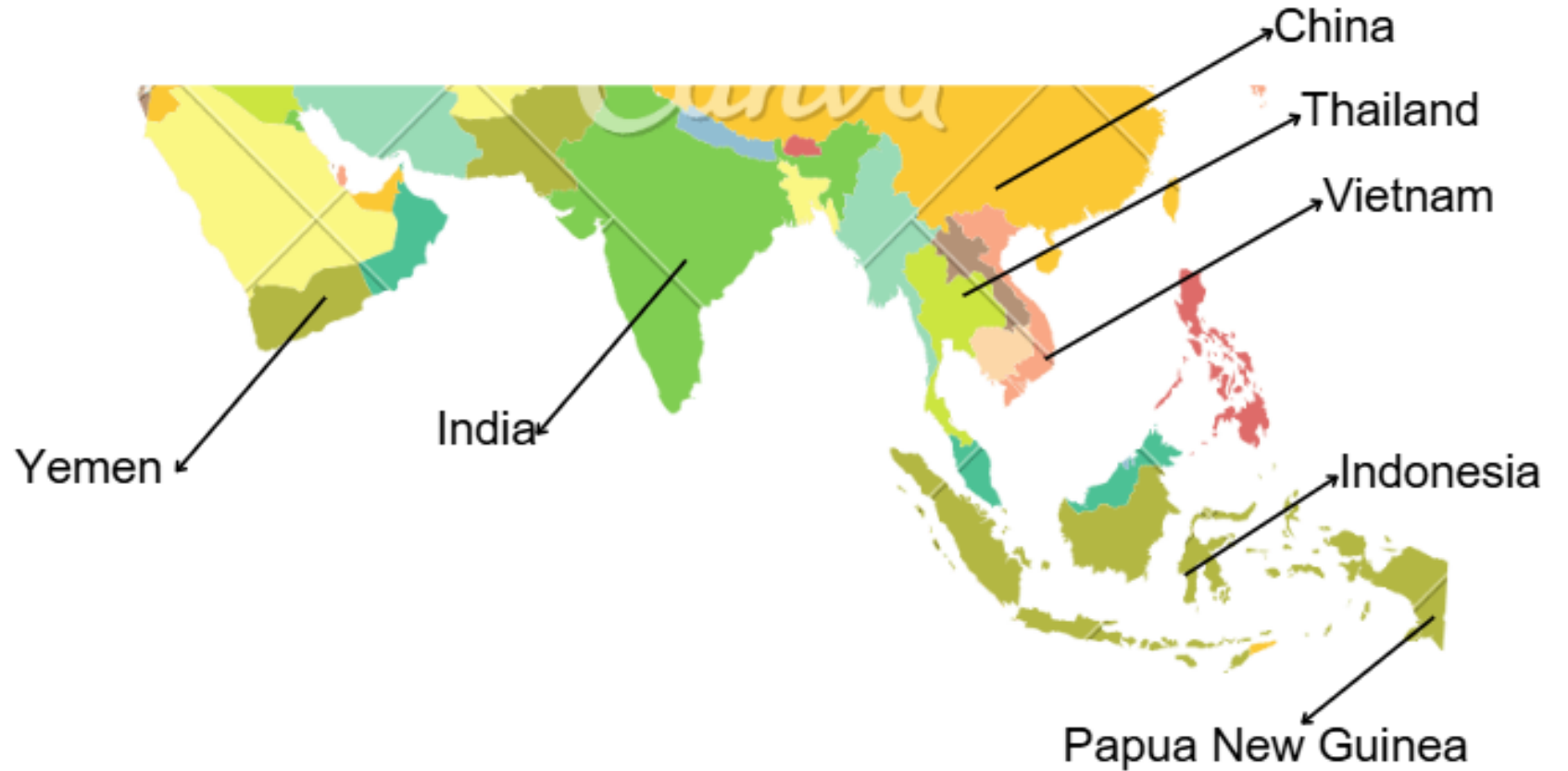
- Bright
- Acidic
- Medium Body
- Fruity





GROWING REGIONS

- Earthy
- Chocolatey
- Sweet
- Heavy bodied





HARVESTING



Coffee harvesting begins with identifying **ripe** cherries, which are typically **bright red or yellow**, depending on the variety. Two main methods are used: **hand picking** and **mechanical picking**.

- Hand picking is labor-intensive but allows workers to select only the ripest cherries, ensuring high quality.
- Mechanical picking, on the other hand, uses machines to harvest cherries quickly, though it often collects both ripe and unripe fruit.
- After harvesting, **sorting** is essential to maintain coffee quality. Cherries are sorted by **ripeness, size, and defects**, either manually or using machines.
- Techniques like **water flotation** help separate good cherries from defective ones. Proper sorting ensures that only the best cherries move on to processing, which directly affects the flavor and consistency of the final coffee product.
- This careful combination of picking and sorting is key to producing high-quality coffee enjoyed around the world.



COFFEE PROCESSING



After harvesting, coffee cherries undergo processing. The three main methods are **natural (dry)**, **washed (wet)**, and **pulped natural (honey)**.

- In the natural method, whole cherries are dried in the sun, allowing the fruit's sugars to infuse the beans, producing a sweet, fruity flavor. This method requires careful drying to prevent fermentation or mold.
- The washed method involves removing the outer skin and pulp using water. Beans are then fermented to eliminate mucilage and thoroughly washed, resulting in a cleaner, brighter taste profile. This method is water-intensive but offers consistent quality.
- Pulped natural (honey) processing removes the skin but leaves some mucilage on the beans during drying. This hybrid method combines the fruity notes of natural processing with the clarity of washed coffee, often producing a balanced flavor.

Each method influences the final taste, making processing a key factor in coffee quality and character.



COFFEE PROCESSING



NATURAL

- Heavier body
- More complex sweetness
- Fruity
- Less acidity than washed



WASHED

- More Clarity
- Pronounced Acidity
- Highlight the qualities of the terroir.



HONEY

- Complex mouthfeel
- Round acidity
- Sweet
- Fermented fruit flavors



DRYING



After processing, coffee beans must be dried to reduce moisture and prevent spoilage. Several drying methods are used, each affecting quality and flavor.

- **African beds** are raised mesh platforms that allow air to circulate around the beans, promoting even drying and reducing mold risk. Beans are regularly turned and protected from rain and direct sun.
- **Patios** are large flat surfaces, often made of concrete or brick, where beans are spread out and sun-dried. Though cost-effective, patios require constant monitoring to avoid uneven drying.
- **Covered beds** are like African beds but include protective covers, offering better control over temperature and humidity, especially in unpredictable climates.
- **Mechanical drying** uses heated air in rotating drums or chambers to dry beans quickly. This method is useful in regions with limited sunlight or during rainy seasons, though it may affect flavor if not carefully managed.

Proper drying is essential for preserving coffee quality.



QUALITY CONTROL



Quality control in coffee ensures consistency, flavor, and market value.

- It begins with **physical analysis**, where beans are **graded** based on size, shape, and density.
- Inspectors check for **visual defects** like cracks, discoloration, or insect damage, which can affect taste and yield.
- **Yield** measures how many usable beans are obtained from a batch, influencing profitability.
- Next is **sensory analysis**, a key step in evaluating flavor. The **Specialty Coffee Association (SCA)** uses a standardized **cupping** method, where trained tasters assess aroma, acidity, body, and aftertaste. Coffees are **scored** on a 100-point scale; those scoring above 80 are considered specialty grade.
- Tasters also identify **flavor profiles and tasting notes**, such as fruity, nutty, or floral characteristics.

Together, physical and sensory evaluations help producers, buyers, and roasters maintain high standards and deliver exceptional coffee experiences.



LOGISTICS



Coffee logistics involves the movement of coffee from farm to consumer, ensuring quality and efficiency throughout the supply chain.

- It begins with **contracts** between producers, exporters, and buyers, which define terms for **buying and selling** coffee, including price, quantity, and quality standards.
- Once sold, coffee enters the **exportation** phase, where beans are prepared, packed, and shipped from producing countries.
- **Importation** follows, with coffee arriving at roasting facilities or distribution centers in consuming countries.
- **Transportation** plays a key role, using trucks, ships, and sometimes air freight to move coffee across regions and borders.
- Proper handling during transit preserves bean quality.
- Finally, **distribution** ensures coffee reaches retailers, cafés, and consumers. This stage includes warehousing, inventory management, and delivery logistics.

Efficient coffee logistics are essential for maintaining freshness, meeting demand, and supporting global trade in one of the world's most valuable agricultural commodities.



ROASTING



Coffee roasting transforms green beans into aromatic, flavorful coffee.

- Roasters develop a **coffee profile** based on the **desired brewing method**: espresso, filter coffee, cold brew, etc. Each requiring specific roast characteristics.
- Roasting unlocks the bean's **flavor profile**, including notes like chocolate, citrus, or floral tones.
- Roasting levels range from **light** to **dark**.
 - **Light roasts** preserve acidity and origin flavors, ideal for manual brewing methods.
 - **Medium roasts** offer balanced acidity and body, suitable for drip or espresso.
 - **Dark roasts** have bold, smoky flavors with reduced acidity, often used for espresso or blends.
- Each level has distinct **characteristics**: light roasts are dry and pale, medium roasts are brown with a fuller body, and dark roasts are oily with a robust taste.
- Roasters carefully control time and temperature to achieve the desired outcome, making roasting a critical step in shaping coffee's final taste and quality.



BREWING



Coffee brewing is the final step in delivering flavor to the cup, combining science and personal preference.

- A **knowledge-based** approach considers factors like grind size, water temperature, and brew time, all of which influence extraction and taste. Different methods such as espresso, filter coffee, and cold brew require specific techniques to highlight the coffee's unique **flavor profile**.
- From a **customer-oriented** perspective, brewing adapts to individual tastes. Some prefer bold, rich espresso, while others enjoy the clarity of a drip coffee.
- Understanding brewing variables helps baristas and enthusiasts tailor each cup to meet customer expectations. The choice of method also depends on the roast level and origin of the beans.
- Educating consumers about coffee brewing empowers them to explore and appreciate coffee's complexity, making the experience more enjoyable and personalized.
- Proper brewing ensures the coffee's full potential is achieved in all our stores.



HOSPITALITY

- **Good hospitality** creates a welcoming environment that enhances the customer experience and builds loyalty.
- **Juicers** play a key role in **informing guests** about coffee origins, brewing methods, and flavor profiles, helping them make informed choices.
- Educating customers not only deepens their appreciation for quality coffee but also supports ethical sourcing and sustainability. Clear communication and friendly service turn a simple cup into a memorable experience, making hospitality and guest engagement essential for the growth and success of **JOE & THE JUICE**.





WHAT IS SPECIALTY COFFEE?

NOT



THIS



SPECIALTY



COMMODITY



WHAT IS SPECIALTY COFFEE?

QUALITY

The term ‘specialty coffee’ refers to the highest quality green coffee beans roasted to their greatest flavor potential.

Specialty coffee is a **coffee or coffee experience** recognized for its distinctive attributes, and because of these attributes, has significant extra value in the marketplace. Attributes can be the origin, flavor profile, qualities, etc.

ATTRIBUTES

SCORE

“Specialty Coffee is coffee graded above 80 points on a 100-point scale”



WHAT IS SPECIALTY COFFEE?

- According to the Specialty Coffee Association (SCA), **specialty coffee** is defined as a coffee or coffee experience recognized for its **distinctive attributes**, which give it **extra value** in the marketplace.
- It is not solely judged by a numerical score but through a **holistic evaluation** that includes **sensory quality, consistency, sustainability, and the impact on people** involved in its production and enjoyment.
- The SCA uses the **Coffee Value Assessment (CVA)** framework, which integrates physical, sensory, and contextual factors to assess coffee quality. This includes physical characteristics, flavor profiles, consumer perception, and external elements like origin and processing method.
- Specialty coffee reflects a commitment to **transparency, ethical sourcing, and innovation**, aiming to create a more **equitable and sustainable** coffee industry. It celebrates diversity in coffee cultures and values the contributions of farmers, roasters, and baristas in delivering a high-quality, meaningful coffee experience.



A large, stylized pink number '02' is centered on the page. The '0' is a simple oval shape, and the '2' has a curved top and a horizontal base. A horizontal grey bar is positioned across the middle of the '0' and '2', containing the text 'COFFEE TASTING'.

COFFEE TASTING



OUR COFFEE FLAVOR PROFILES

In the US, JOE & THE JUICE offers **three exclusive coffee flavor profiles**: espresso, drip, and cold brew. Crafted with precision and passion.

- These coffees were designed in-house and developed in collaboration with some of the world's leading **Specialty Coffee Roasters**: [Specialty Coffee | Joe & The Juice](#)
- Each blend is carefully selected to deliver **exceptional flavor, consistency**, and a unique sensory experience tailored to each brewing method.
- Whether you're enjoying a bold espresso, a smooth drip coffee, or a refreshing cold brew, these specialty-grade coffees are only available at Joe & The Juice locations.
- Our commitment to quality and sustainability ensures every cup reflects the craftsmanship and care of our global roasting partners.









ESPRESSO FLAVOR PROFILE

Milk based coffees and Espresso

ROAST PROFILE



BEAN PROFILE

-  Medium+ Roast profile
-  Blend with 2 origins
Preferred origins:
 - Colombia
 - Ethiopia
-  Process - mix of washed and natural
-  Specialty graded beans, score 85+



TASTING NOTES

Dark chocolate, Cherry, Caramel

Full bodied and balanced

Complex layers with sweetness




DRIP COFFEE FLAVOR PROFILE

Black Coffee

ROAST PROFILE



BEAN PROFILE

-  Medium Light Roast profile
-  Blend with 3 origins
Preferred origins:
 - Colombia
 - Kenya
 - Honduras
-  Process - washed coffees
-  Specialty graded beans, score 85+



TASTING NOTES

Milk chocolate - Complex

Rich, sweet and balanced

Stone Fruits - Red Fruits



JOE'S COLD BREW FLAVOR PROFILE

Signature Joe's Cold Brew Recipe

ROAST PROFILE



TASTING NOTES

Dark Chocolate

Toffee

Red Fruits



TASTE SENSATIONS



Taste sensations are the different ways your tongue and brain interpret flavors from food and drink. They are part of your gustatory system which, frankly, deserves a standing ovation for turning meals into magic. In any coffee, brewed in any way, you will always have:

- **Acidity, Sweetness & Bitterness.**
- The intensity of these is what will make a flavor profile shine in a specific way.
- The key is to **balance** these taste sensations to have a pleasing coffee beverage.

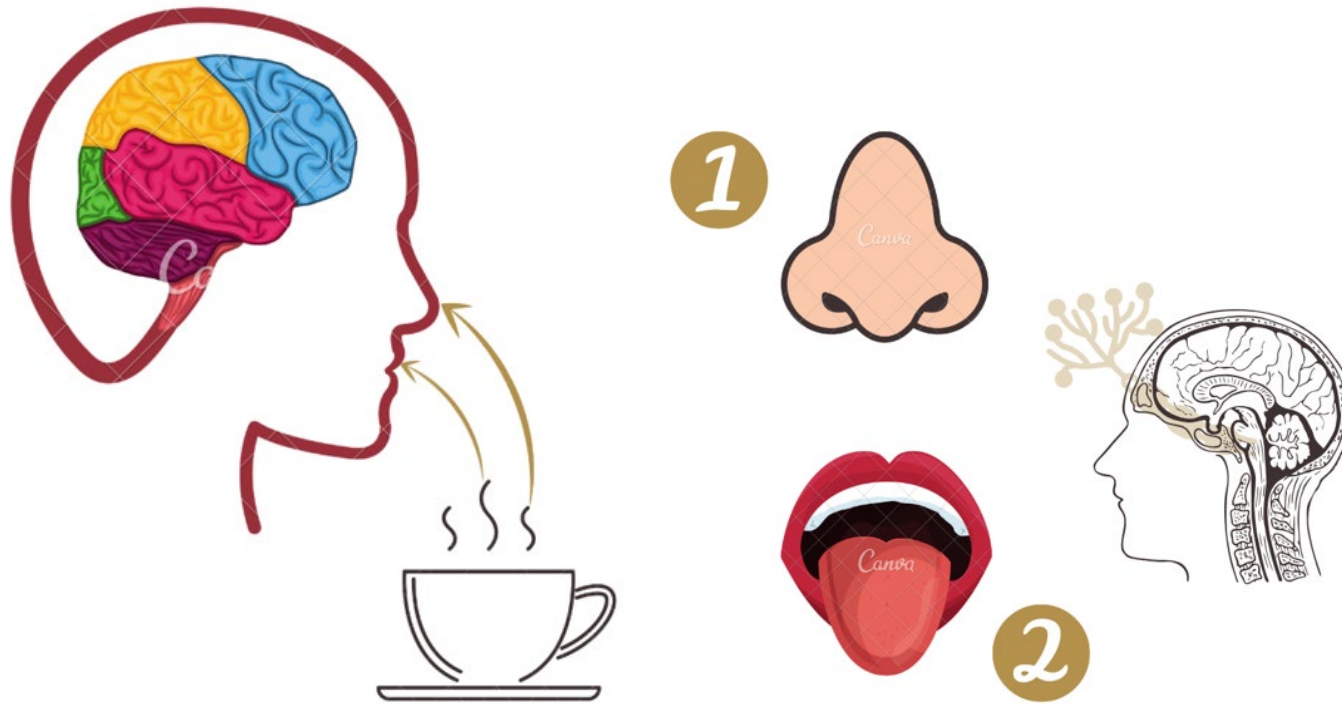
Here is a breakdown of the **five basic taste sensations** most people experience:

- **Sweet:** Signals energy-rich foods, like sugar or fruit.
- **Salty:** Comes from sodium; essential for balancing fluids in your body.
- **Sour:** Usually from acidic foods, like citrus; often acts as a freshness warning.
- **Bitter:** Can signal potential toxins, but in small doses, it's appreciated in things like coffee or dark chocolate.
- **Umami:** A savory, meaty flavor from glutamates, found in foods like mushrooms, cheese, and soy sauce.

Fun fact: Your tongue is not divided into flavor zones like old diagrams claim. **All parts of your tongue can detect all five tastes!**



FLAVOR PERCEPTION



Coffee flavor perception is a full-on sensory symphony. Your brain orchestrates taste, smell, touch, and even sight to create what you experience as “**flavor.**”

Here is how it all comes together:

The Science Behind the Sip

Taste: Your tongue detects basic tastes: bitterness, saltiness, acidity, sweetness, and umami. Coffee often hits all of these, especially bitterness, sweetness, and acidity.

Smell: Aroma plays a huge role. When you sip, volatile compounds rise retro nasally (from the back of your throat to your nose), adding depth to the flavor.

Touch: Mouthfeel matters. Is it silky, gritty, creamy, or watery? That texture influences how you perceive richness and body.

Sight & Sound: Even the color and shape of your cup can affect expectations and perception. A heavier or darker cup might make coffee seem more intense.

Fragrance: The smell of dry coffee (grounds)

Aroma: The smell of coffee when it contacts water.



COFFEE FLAVOR WHEEL

TASTE DESCRIPTORS

- Nutty
- Chocolaty
- Floral
- Fruity
- Spiced
- Sweet
- Roasted
- Green
- Sour



TACTILE DESCRIPTORS

- Heavy
- Thick
- Light
- Syrupy
- Creamy
- Smooth
- Watery
- Silky
- Juicy

**YOUR PALATE IS THE
MOST POWERFUL TOOL
YOU HAVE AS A ~~BARISTA~~
“COFFEE JUICER”**



TASTING EXERCISE

1. Brew a ½ batch of Drip coffee in a canteen using a grind setting #3.
2. Brew a ½ batch of Drip coffee in a canteen using a grind setting #6.
3. Brew a ½ batch of Drip coffee in a canteen using a grind setting #9.
4. Brew a ½ batch of Drip coffee in a canteen using a grind setting #12.
5. Taste and compare the flavor of each of the coffees utilizing the Coffee flavor wheel as a guidance.
6. Discuss which is the most bitter of the batches?
7. Discuss which is the most acidic of the batches?
8. Discuss which is the **most balanced** of the batches?



COFFEE COMPOUNDS EXTRACTION



Whether you are making an espresso shot, or a different brewing method, extraction always happens in the same order:

ACIDITY/OILS: Bright, acidic flavors, as well as floral notes, are pulled out first, as they are the simplest compounds in the coffee. Oils from the coffee bean also dissolve in the initial part of the brew.

SUGARS: Sugars (carbohydrates) in the coffee beans are developed in the roasting process, making them easier to taste and more aromatic. These require a little more time to dissolve than the acidic compounds, so they come next.

BITTERNESS: After pulling out the acidity and sweetness from the ground coffee, water will start to pull out the naturally occurring tannins, which can bring bitterness and a dry feeling to your mouth as you taste them.



COFFEE COMPOUNDS EXTRACTION EXERCISE



Taste the Rainbow

- Get an espresso puck ready to be extracted (Dial in must be perfect)
- Insert the portafilter and start extraction.
- As soon as espresso starts flowing through the portafilter spouts, with a spoon, taste as many times as possible. Ideally you should taste from the first drop of espresso to the finish of the extraction.
 - Range 0 to 40 seconds.
- Discuss the exercise and the flavors perceived with your Trainer.



COFFEE EXTRACTION

27 - 35 %

Soluble Material

This will give most of the desirable flavors we want in our coffees.



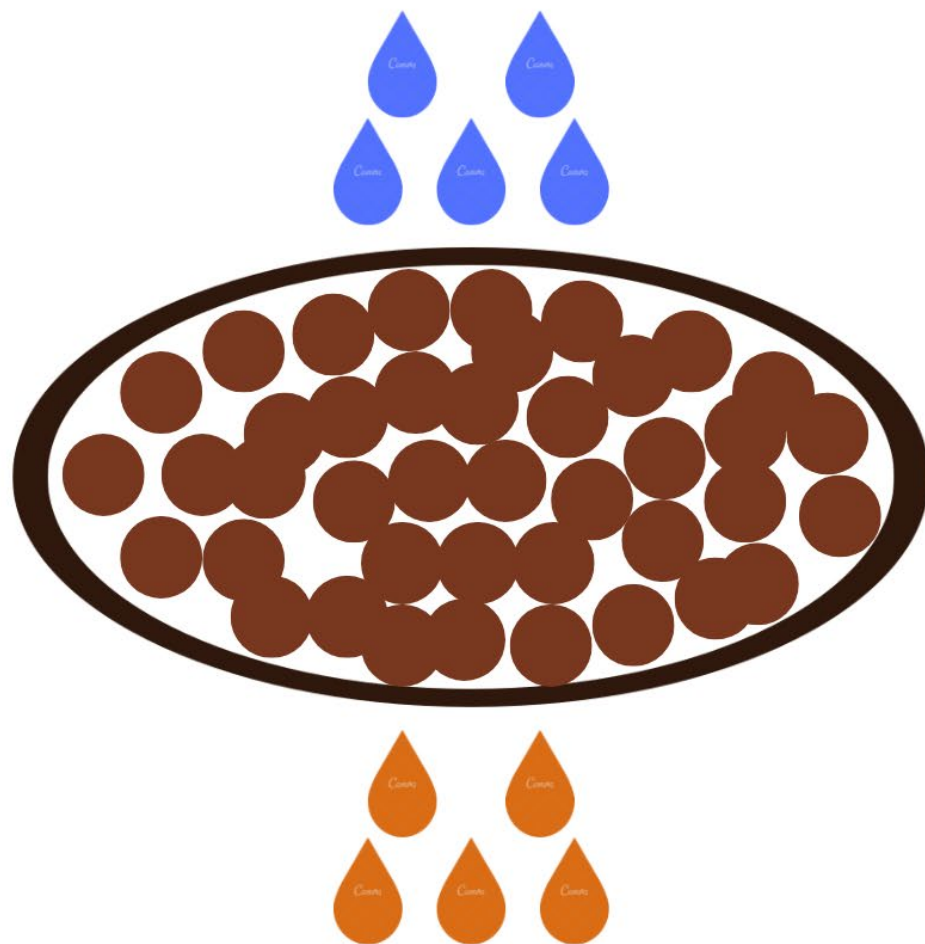
65 - 73 %

Non-Soluble Material

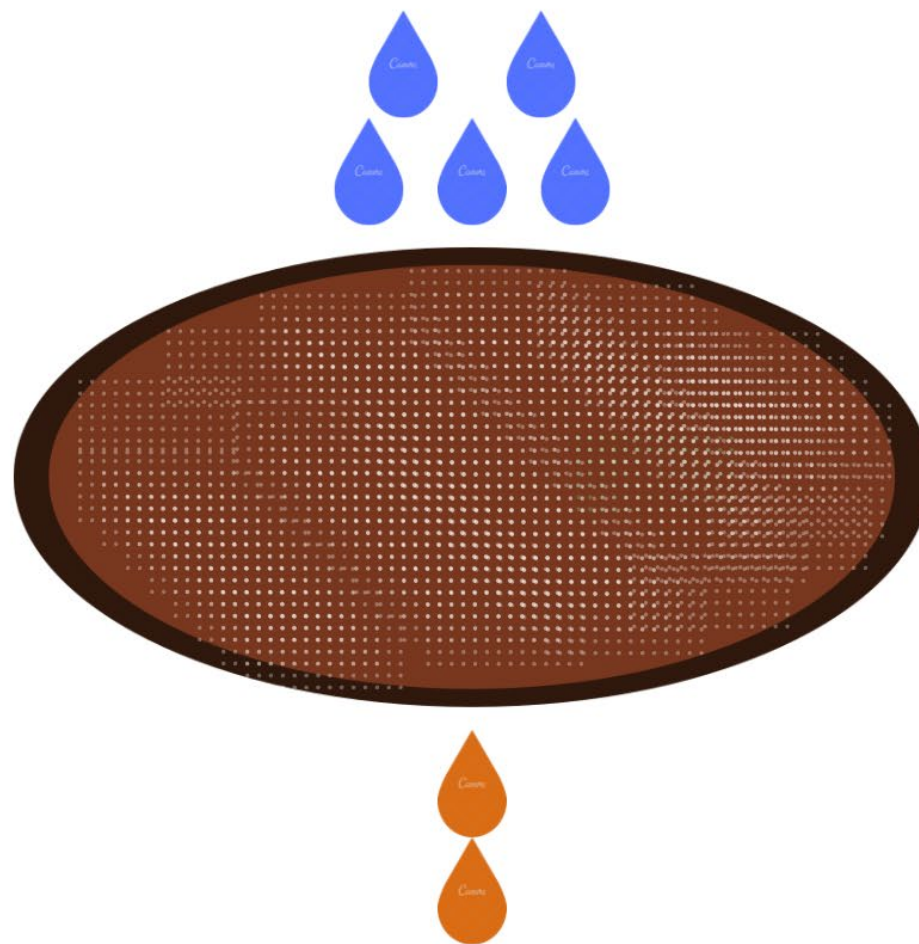
This will give most of the non desirable flavors we want in our coffees.



COFFEE EXTRACTION



UNDER - EXTRACTION



OVER - EXTRACTION



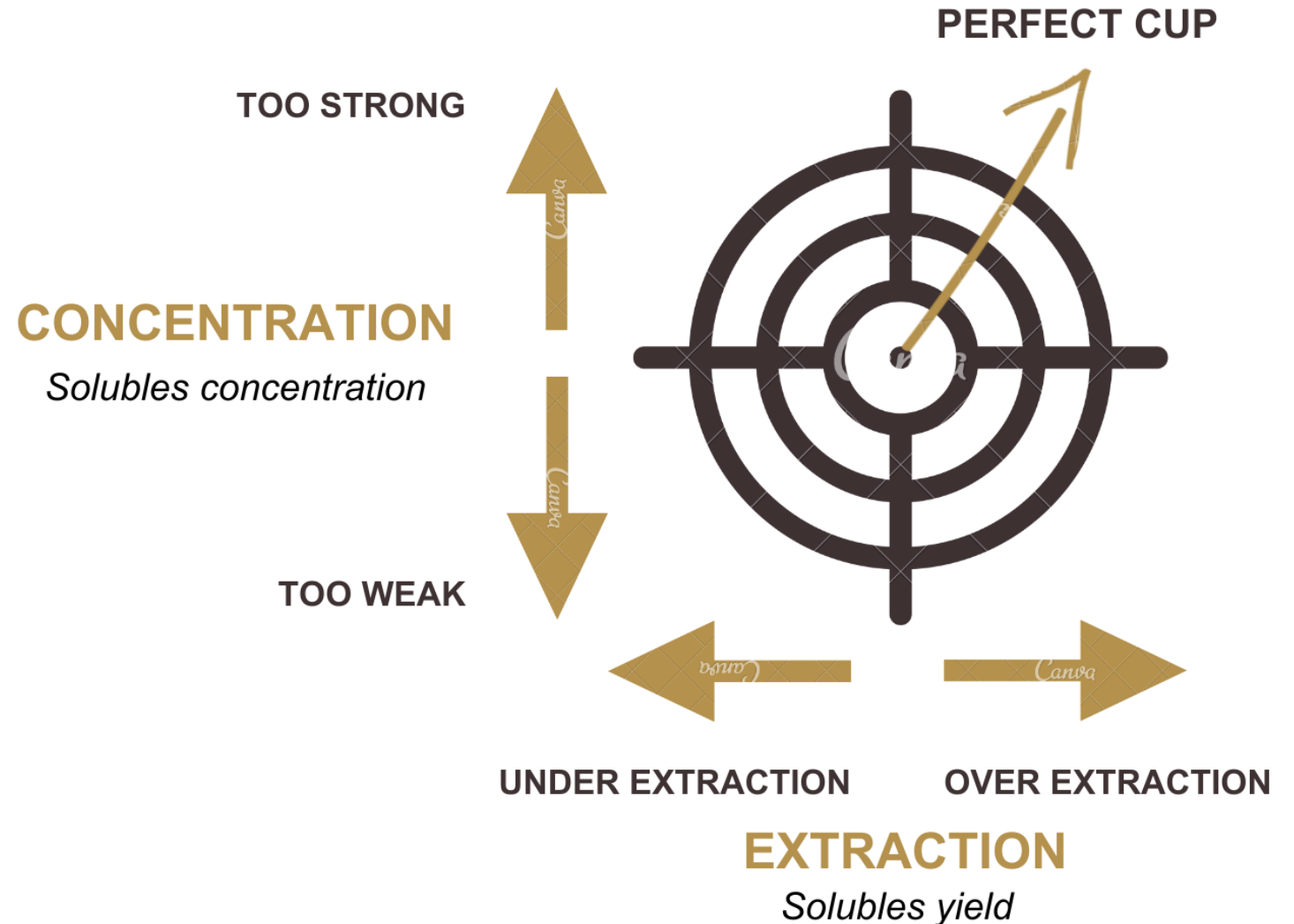
COFFEE EXTRACTION

UNDER EXTRACTION	IDEAL EXTRACTION	OVER EXTRACTION
Sour	Balanced	Dry
Salty	Sweet	Bitter
Lack of sweetness	Bright	Astringent
Short finish	Long pleasing aftertaste	Unpleasing aftertaste



CONCENTRATION VS EXTRACTION

- Concentration will define if a coffee feels too strong or too weak.
- Extraction will define the number of flavoring components that are present in the final drink.
- The combination of both are what makes a coffee complex.
- To achieve balance, we must adjust the variables on both areas.



The image features a minimalist design with the letters 'OS' in a large, bold, pink font. A horizontal grey bar is positioned across the middle of the letters, containing the word 'ESPRESSO' in a black, sans-serif font. The background is plain white.

ESPRESSO



WHAT IS ESPRESSO?

- Espresso is a **method of extraction / preparation** that takes finely ground coffee, compacts it into a portafilter and forces hot water through it under pressure to make a concentrated coffee beverage.
- Espresso is also a **20 - 50 ml beverage** prepared with coffee packed in a portafilter which clean water of 195-205°F has been forced at 9 to 10 bars of pressure, and where the grind of the coffee is such that the brew time is **25 to 30 seconds**.
- While brewing, the flow of espresso will appear to have the viscosity of warm honey, and the resulting beverage will exhibit a thick, dark golden crema.
- **Espresso should be prepared specifically for and immediately served to its intended customer.**

Espresso is not:

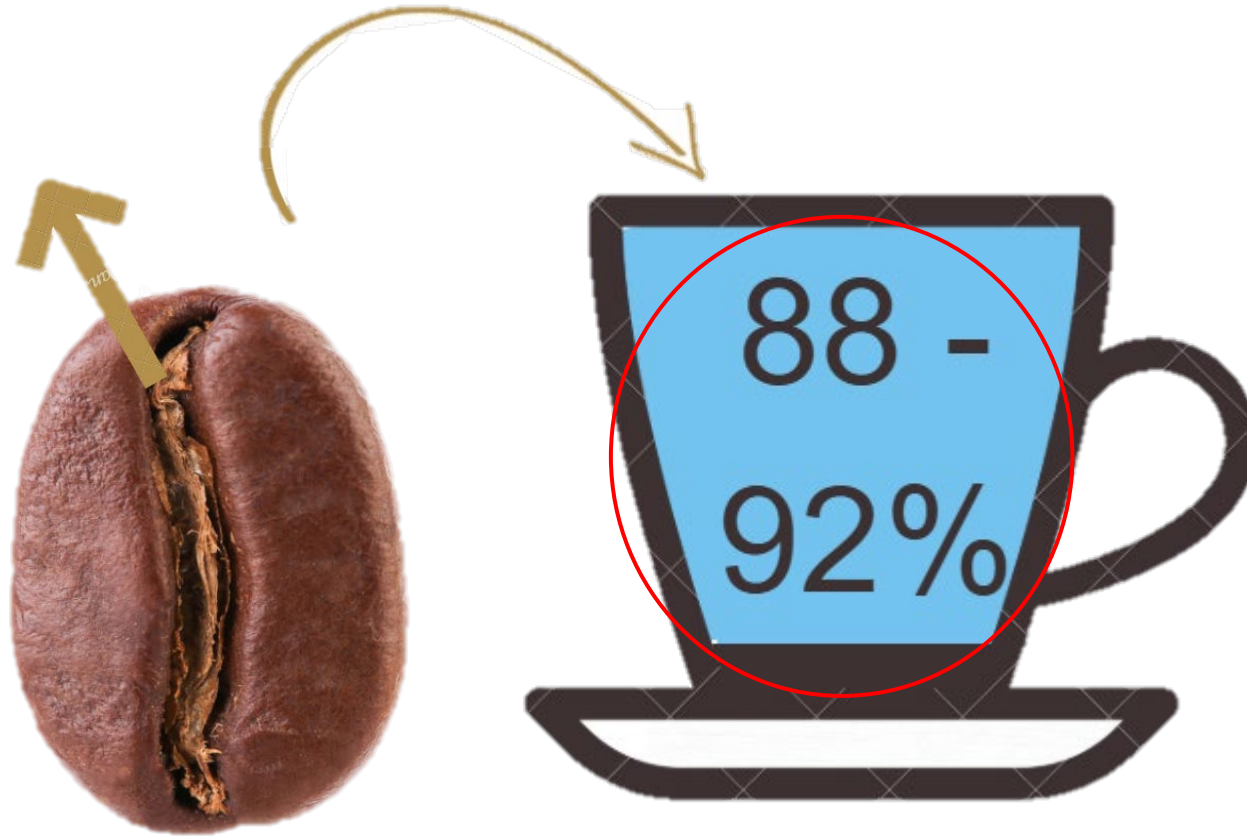
- A roasting style
- A type of coffee bean
- A coffee blend
- Espresso





ESPRESSO

Solubles Yield
18 - 22%



Around **92%** of Espresso is Water

Solubles Concentration
8 - 12%



ESPRESSO

DOSE

18 grams

Joe's Espresso Blend

RATIO

1:2



YIELD

36 milliliters of Espresso

RUN TIME

25 to 30 seconds



ESPRESSO STEP BY STEP PROCEDURE

1.



2.



3.



4.



5.





ESPRESSO STEP BY STEP PROCEDURE

6.



7.



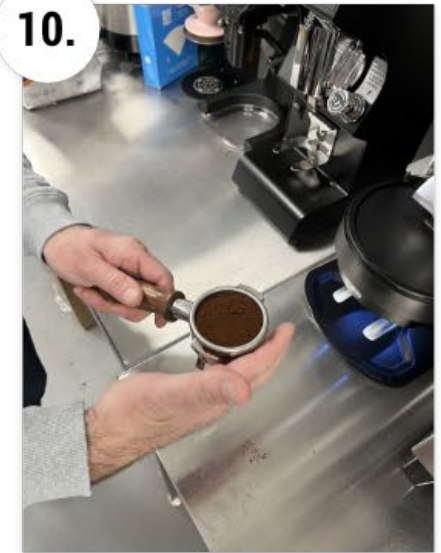
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9.



10.





ESPRESSO STEP BY STEP PROCEDURE

11.



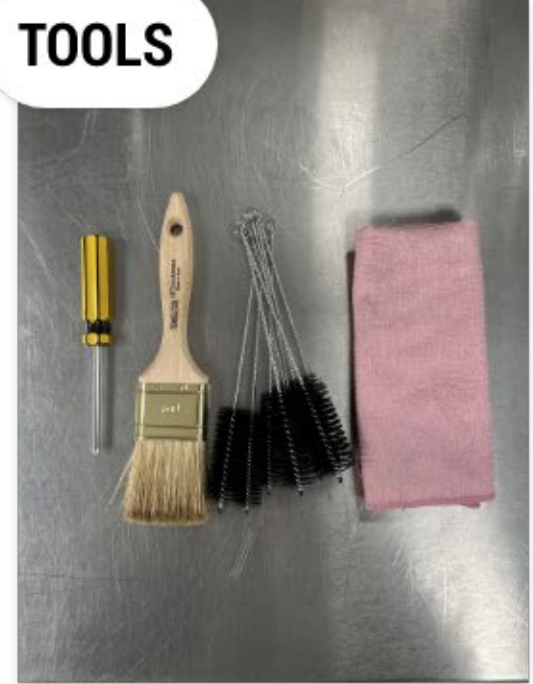
12.



13.



TOOLS





COFFEE EXTRACTION

UNDER EXTRACTION	IDEAL EXTRACTION	OVER EXTRACTION
Sour	Balanced	Dry
Salty	Sweet	Bitter
Lack of sweetness	Bright	Astringent
Short finish	Long pleasing aftertaste	Unpleasing aftertaste
BELOW 25 SECONDS	25 - 30 SECONDS	OVER 30 SECONDS



ESPRESSO GRINDER DIAL IN



GRIND FINER

- Run time below 25 seconds.
- Sour, salty, lack of sweetness, short finish.

GRIND COARSER

- Run time over 30 seconds.
- Dry, bitter, astringent, unpleasing aftertaste.

*Each time you adjust the grind setting, make sure to purge at least 3 doses.



ESPRESSO DIAL IN MUSTS

- **ALWAYS** start by pulling a validation shot.
 - The validation shot will aid to identify the parameters that need adjustment.
- When dialing in, always work with a scale and make sure that each dose from the grinder weighs exactly 18 grams.
- When dialing in, use a scale to identify the yield. The goal is to always have an extraction of 36 ml +/- 1ml.
- Make sure to purge the grinder 3 times with every grind adjustment you make.
- Once your espresso shot is between 25 to 30 seconds. Taste to validate that the shot is in the range of the desired tasting profile and matches the flavor notes.
- Keep your grinder hopper full to ensure consistency.
- Dial in as often as needed. Always before opening the store and throughout the day when adjustments are needed.



DIAL IN EXERCISE

1. Set up the coffee station making sure everything is stocked and up to standard.
2. Dial in the Espresso grinder according to our parameters and standard recipe.
3. Once in the 25 - 30 second extraction range, make micro adjustments looking for the most balanced flavor in the Espresso shot.

A large, stylized number '04' in a vibrant pink color with a subtle drop shadow, positioned behind a horizontal grey bar. The '0' is a simple oval shape, and the '4' has a diagonal top bar and a vertical stem.

DRIP & COLD BREW



WHAT IS DRIP COFFEE?

- Drip coffee is a popular brewing method where hot water slowly passes through ground coffee held in a paper or metal filter. The water extracts flavors as it drips into a carafe or cup below.
- Known for its **clarity and balance**, drip coffee highlights the **nuances of specialty beans**, making it ideal for showcasing origin and roast profiles.
- It's commonly brewed using machines like a Fetco Brewer or manual pour-over devices like the Chemex or V60.
- Drip coffee is favored for its **consistency, smooth body**, and ability to produce multiple servings, making it a staple in our stores.





DRIP

Black Coffee

ROAST PROFILE



BEAN PROFILE

-  Light to medium roast profile
-  Single origin is recommended
Preferred origins:
 - Colombia
 - Guatemala
 - African - Ethiopia, etc.
 - Costa Rica
-  Process - can be washed and natural
-  Specialty grade beans, score 82+



TASTING NOTES

Milk chocolate - Nutty

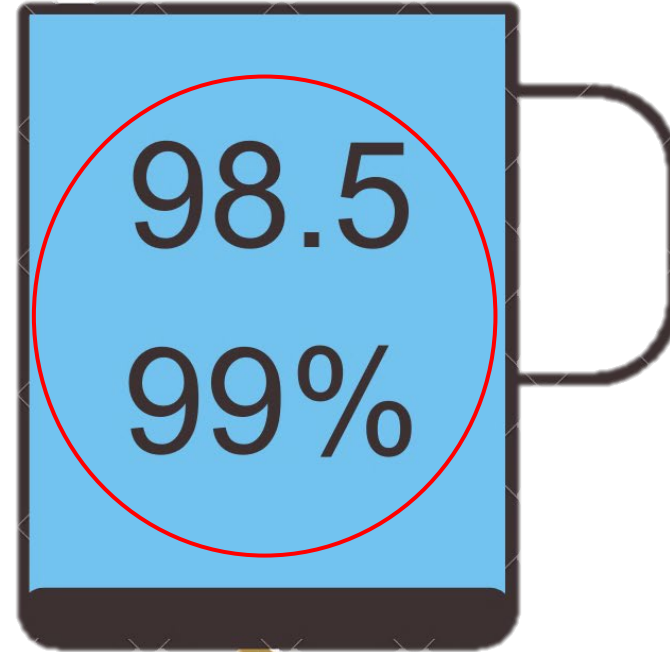
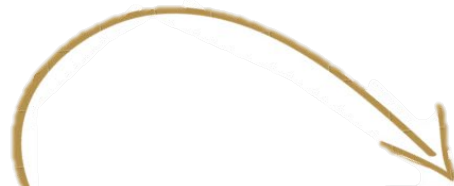
Rich, sweet and balanced

Stone fruits - Red fruits



DRIP COFFEE

Solubles Yield
18 - 22%



Around **98.5%** of Drip
Coffee is Water



Solubles Concentration
1.15 - 1.45 %



DRIP COFFEE

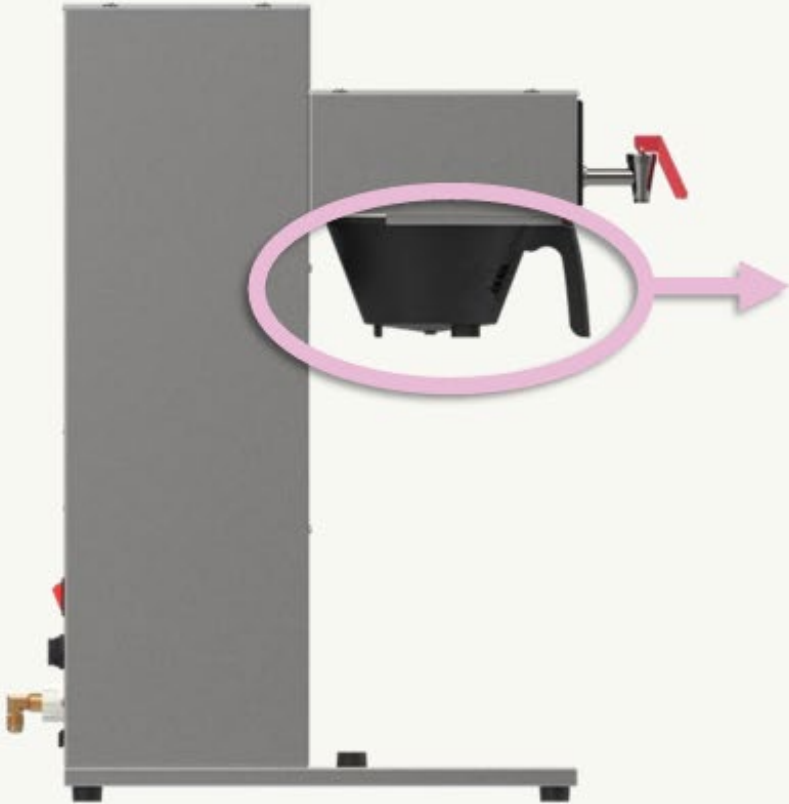
Step by Step Guide





DRIP COFFEE

Preparing a Batch



Remove filter basket from the brewer



Place filter paper in basket



Rinse filter paper with filtered water



DRIP COFFEE

Preparing a Batch



Weigh out the exact amount of filter coffee beans (Full / Half Batch)



Pour the dosed coffee into the hopper of the EK43 grinder



Set grind size dial according to you store grinder Dial In references

*Picture as reference.
Grind settings might vary across every store



DRIP COFFEE

Grind sizes



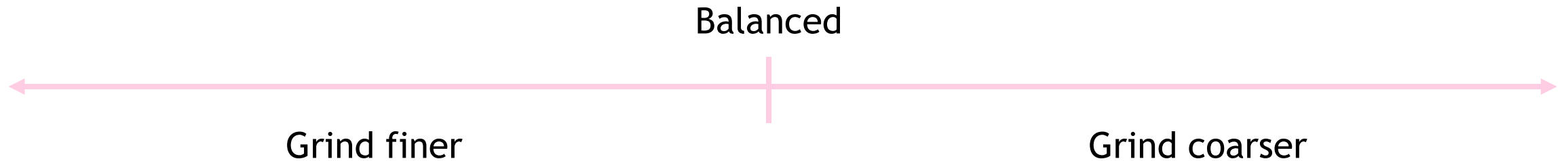
Like espresso, changing the grind size for your filter coffee grinder will affect the flavor of the final product; however, unlike espresso, the runtime will remain the same as it is programmed directly into the Brewer. Instead of dialing in to a specific recipe, with filter coffee, you dial in to taste.

- Filter coffee needs to be “dialed in” just like espresso.
- Dialing in is about finding the best tasting cup of filter coffee. The right **balance** between bitterness, acidity and sweetness.
- To achieve this, you need to adjust the grind setting based on what you taste.
- If your coffee is on the bitter side, heavy, dark, ashy, etc. You should make your grind setting *coarser*.
- If your coffee is on the sour, dry, weak side. You should make your grind setting *finer*.
- You should taste your filter coffee every day to ensure the flavor is on point and determine whether and adjustment needs to be made.
- You should always have labels on your grinder, so the Team knows what is the current & best grind setting.



DRIP COFFEE

UNDER EXTRACTION	IDEAL EXTRACTION	OVER EXTRACTION
Sour	Balanced	Dry
Salty	Sweet	Bitter
Lack of sweetness	Bright	Astringent
Short finish	Long pleasing aftertaste	Unpleasing aftertaste





DRIP COFFEE

Preparing a Batch



Hold filter basket close to the spout of the EK43 grinder



Turn the EK43 grinder on



Open the gate at the base of the hopper

Caution: the grinder will now begin grinding coffee. Ensure you are holding the basket underneath the chute to catch the coffee grounds.



Turn the Ek43 grinder off when coffee has finished grinding



DRIP COFFEE

Preparing a Batch



“Level” the coffee grounds by lightly tapping and/or shaking the basket. Ensure the coffee “bed” is flat/



Insert basket into the Fetco brewer. Place filter coffee dispenser underneath with lid open.



DRIP COFFEE

Preparing a Batch

Press the correct button according to half or full batch.

Start a timer for 2 hours.

Do not remove basket until time has reached 0. Menu screen should read “Ready to Brew” once complete.

Remove basket and throw out waste coffee grounds after every brew.

Rinse the basket with after every brew.

Once all of this is done, close the lid on the dispenser and begin serving filter coffee.

Brew a new batch every 2 hours, or as often as needed based on your sales.





FULL BATCH DRIP

DOSE

250 grams

Joe's Filter Blend

RATIO

1:15

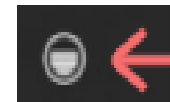


GRIND SETTING

The one that allows you to match the flavor profile.

Coarser than 1/2 batch.

FULL HOT BATCH



Button 1 - (Batch A1)

YIELD

1 gallon



HALF BATCH DRIP

DOSE

135 grams

Joe's Filter Blend

RATIO

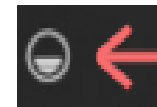
1:12.5



GRIND SETTING

The one that allows you to match the flavor profile.
Finer than full batch.

HALF HOT BATCH



Button 2 - (Batch A2)

YIELD

1/2 gallon



DRIP COFFEE

Notes for Service

Prepare Drip Coffee 10 minutes before opening.

If not sold, Drip coffee must be wasted every **2 hours**.

Once a batch is almost finished, another batch should be brewed immediately to ensure coffee is available for customers at all times of the day



Free sample of Drip coffee offered to all customers (Opening - 10am)

Staff to offer Drip Coffee to any customer ordering an Americano

Staff **MUST** familiarize themselves with the flavor profile and origin of the coffee to answer any questions from customers about the product.



WHAT IS COLD BREW?

- Cold brew is a coffee brewing method where ground coffee is steeped in cold or room-temperature water for 12 to 24 hours.
- Unlike traditional hot brewing, cold brew uses time instead of heat to extract flavor, resulting in a smoother, less acidic taste.
- It's typically made with a higher coffee-to-water ratio, producing a concentrated beverage that can be diluted with water, milk, or ice.
- Cold brew is popular for its mellow flavor and refreshing qualities, especially in warm weather.
- Our Joe's signature Cold Brew is the perfect balance between a refreshing drink, sweet, bold & complex flavor with subtle fruity notes.





JOE'S COLD BREW FLAVOR PROFILE

Signature Joe's Cold Brew Recipe

ROAST PROFILE



TASTING NOTES

Dark Chocolate

Toffee

Red Fruits



COLD BREW

Preparing a Full Batch



Using the designated pitcher, measure 3 liters of cold water.



Add Cold water into a clean 1-gallon coffee Urn.



Add 1 x 32oz of Cold Brew Concentrate in the urn.



Stir the Cold Brew. Place the lid onto the urn.



Set the timer for 4 hours. When alarm sounds after 4 hours; discard the batch, record the waste and make a new one.



COLD BREW

Preparing a Half Batch



Using the designated pitcher, measure 1.5 liters of cold water.



Add Cold water into a clean 1-gallon coffee Urn.



Using the Acaia scale, measure 480ml of Cold Brew Concentrate. Add the concentrate in the urn.



Stir the Cold Brew. Place the lid onto the urn.



Set the timer for 4 hours. When alarm sounds after 4 hours; discard the batch, record the waste and make a new one.



COLD BREW

Cleaning & Notes for Service



Prepare Cold Brew 10 minutes before opening.

If not sold, Cold Brew must be wasted every 4 hours.

Once a batch is almost finished, another batch should be prepared immediately to ensure coffee is available for customers at all times of the day

Staff to offer Cold Brew to any customer ordering an Iced Americano

Staff **MUST** familiarize themselves with the flavor profile and origin of the coffee to answer any questions from customers about the product.

ALL CLEANING MUST BE DONE DAILY



Fill Dispenser with hot water and add 2 tablets of Cafiza.

Let it soak for 15 minutes

Pour out water and rinse thoroughly until clean.

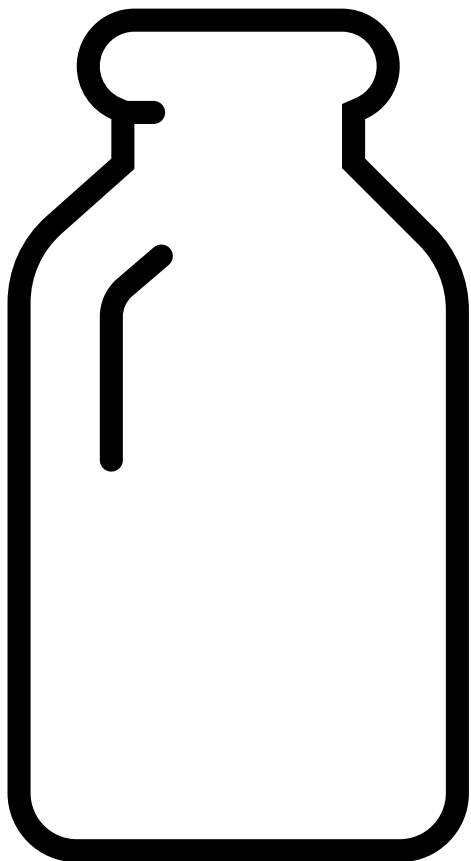
DO NOT add any parts into the sanitizing machine / dishwasher

05

MILK & LATTE ART



MILK



- In the daily operations of a café, baristas prepare a good number of milk-based drinks. (Most Coffee Drinks)
- Steaming milk will bring the flavors to life, as steaming does not just heat, but also improves sweetness and texture, in comparison to milk that has not been foamed that will taste flat and dull if compared.



IDEAL MILK TEMPERATURE



- Per DOH, hot food must be at 140°F (60° C) or higher.
- 140°F is also the ideal for milk steaming, specially when doing drinks “TO STAY” as they will allow the customer to drink straight away without burning themselves.
- At this temperature, the milk flavor has the perfect balance of sweetness and creaminess.

- 158°F is the highest temperature recommended for milk steaming, as past this point, the milk will taste burnt and salty. Also, the micro foam will not be as stable and with the perfect consistency to do latte art.
- This temperature range is encouraged only when preparing drinks that will be picked up / delivered “TO GO”

140° F

158° F

IDEAL RANGE

140 to 158° F / 60 to 70° C

Why is 158°F / 70°C
advised as the
maximum
temperature to
heat milk?



IDEAL MILK TEMPERATURE

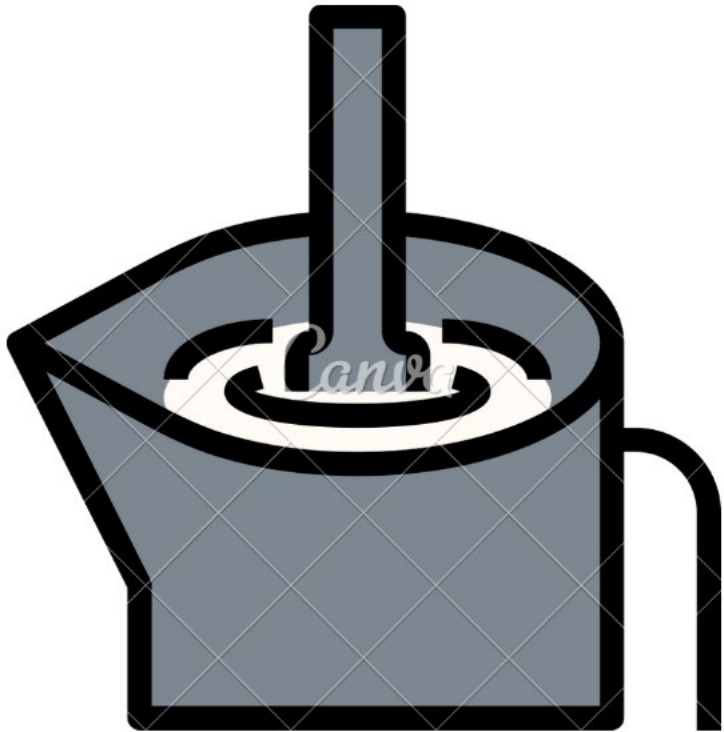
Why is 158°F / 70°C advised as the maximum temperature to heat milk?



The proteins in the milk are denaturing, giving an undesirable flavor and smell.



MILK STEAMING PROCEDURE



Heat: Makes the molecules move and to unravel to some extent. Also, sugars get dissolved. As a result, we taste sweetness more clearly when milk is hot.

Air: Visibly present in the small bubbles we create during the steaming process.

Water: (Being part of steam) can contribute to a minor extent to generate sweetness since the water phase gets bigger and the sensing of sweetness is increased.



MILK STEAMING PROCEDURE

1. Start with an empty and clean milk jug/pitcher.
2. Fill the milk jug/pitcher with appropriate amount of cold milk, aiming to reduce as much waste as possible.
3. Purge and dry steam wand before steaming.
4. Sit the pitcher in the drip tray, align the spout with the center of the liquid, just deep enough to cover the tip of the triangle in the steam wand.
5. Move the pitcher a little bit to the left.
6. Turn on the steam wand and control the steaming process without moving the pitcher.
7. When the milk reaches the desired temperature, turn the steam wand off. The maximum acceptable temperature of steamed milk is 70° C (158° F)
8. Wipe the steam wand immediately after use.
9. Purge steam wand after wiping.
10. Pour your latte art and serve the drink immediately.
11. Empty and clean milk pitcher.



BASIC LATTE ART PATTERNS



HEART



TULIP



PORCELAIN CUPS

What do all these drinks have in common?

All drinks have a double shot. Texture and temperature of the milk is the same for all the drinks.



What are the differences?

Amount of Espresso flavor perceived and size of the drink.



PAPER CUPS

What do all these drinks have in common?

All drinks have a double shot. Texture and temperature of the milk is the same for all the drinks.

Macchiato

COR

Flat White

CAP LATTE

Latte 16oz



MAC

Cortado

F.W.

Latte 12oz /Cappuccino

LATTE ♥

*Macchiato and Cortado are filled 1 finger below the rim of the cup.

What are the differences?

Amount of Espresso flavor perceived and size of the drink.



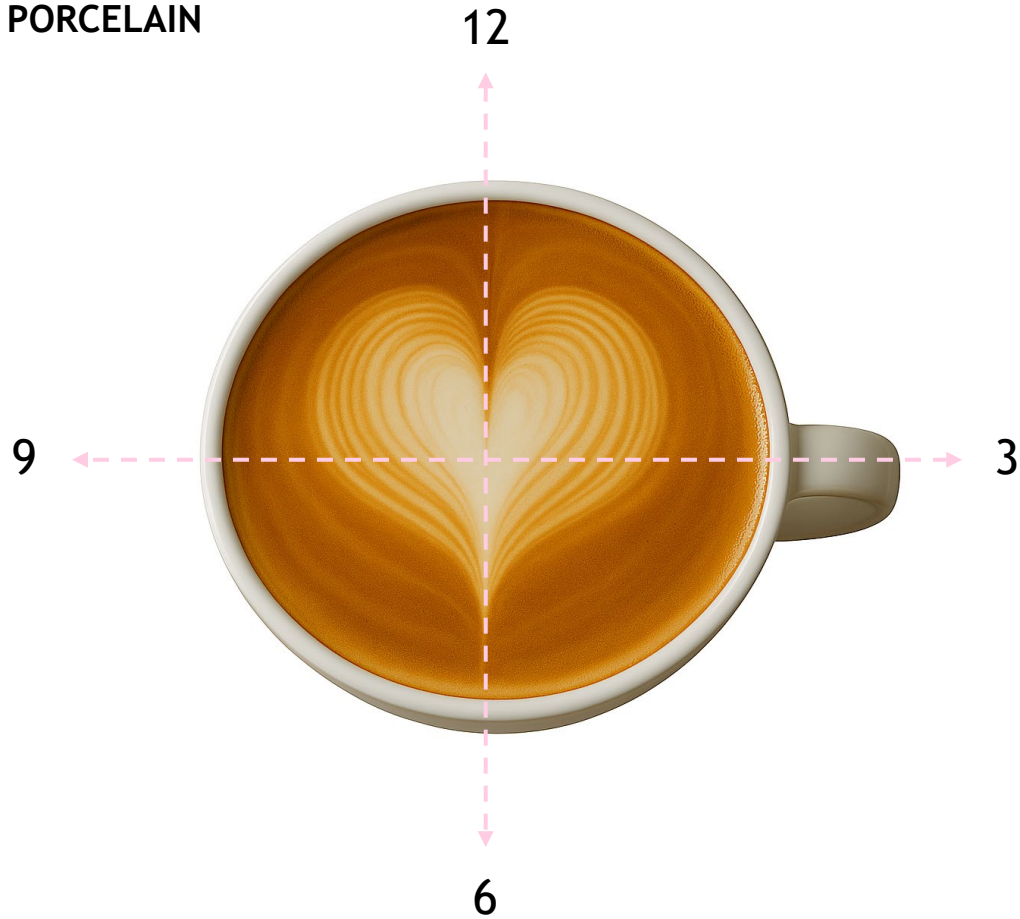
HOW TO HOLD PORCELAIN OR PAPER CUPS





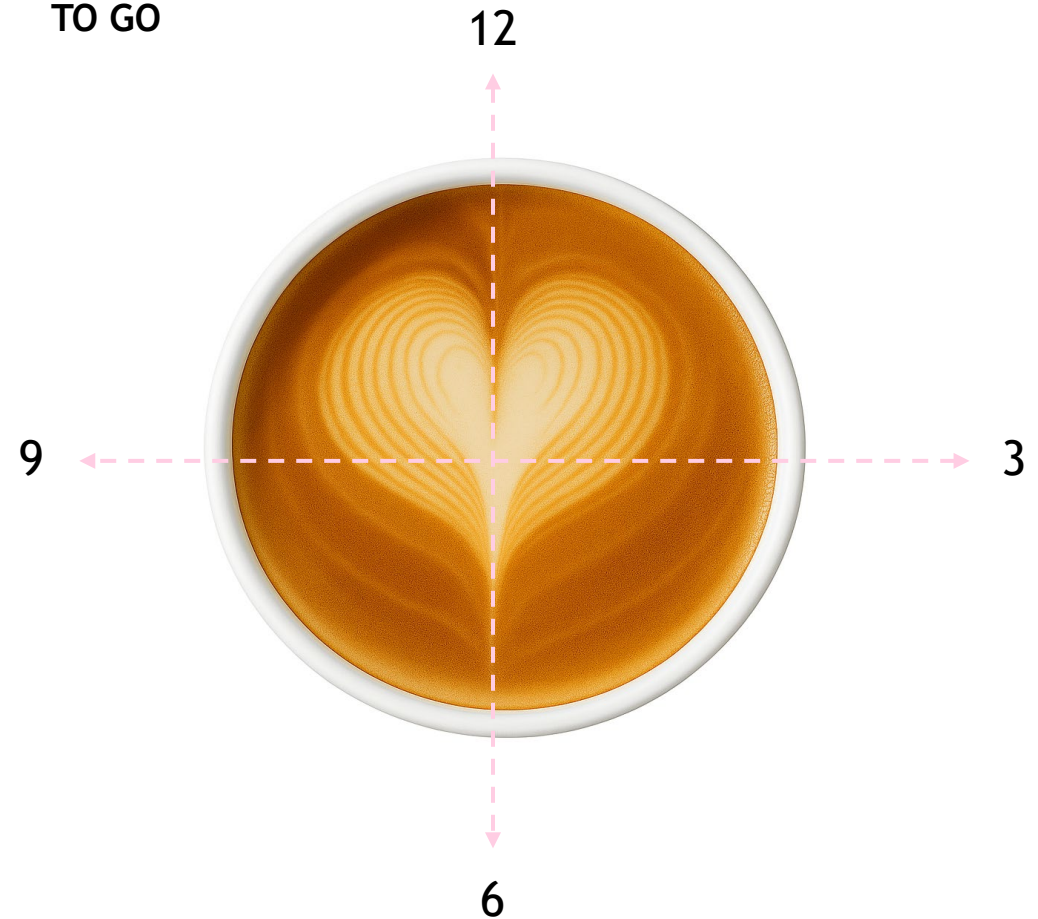
HOW TO HOLD CUPS

PORCELAIN



1. Hold the cup with the handle pointing towards you (3)

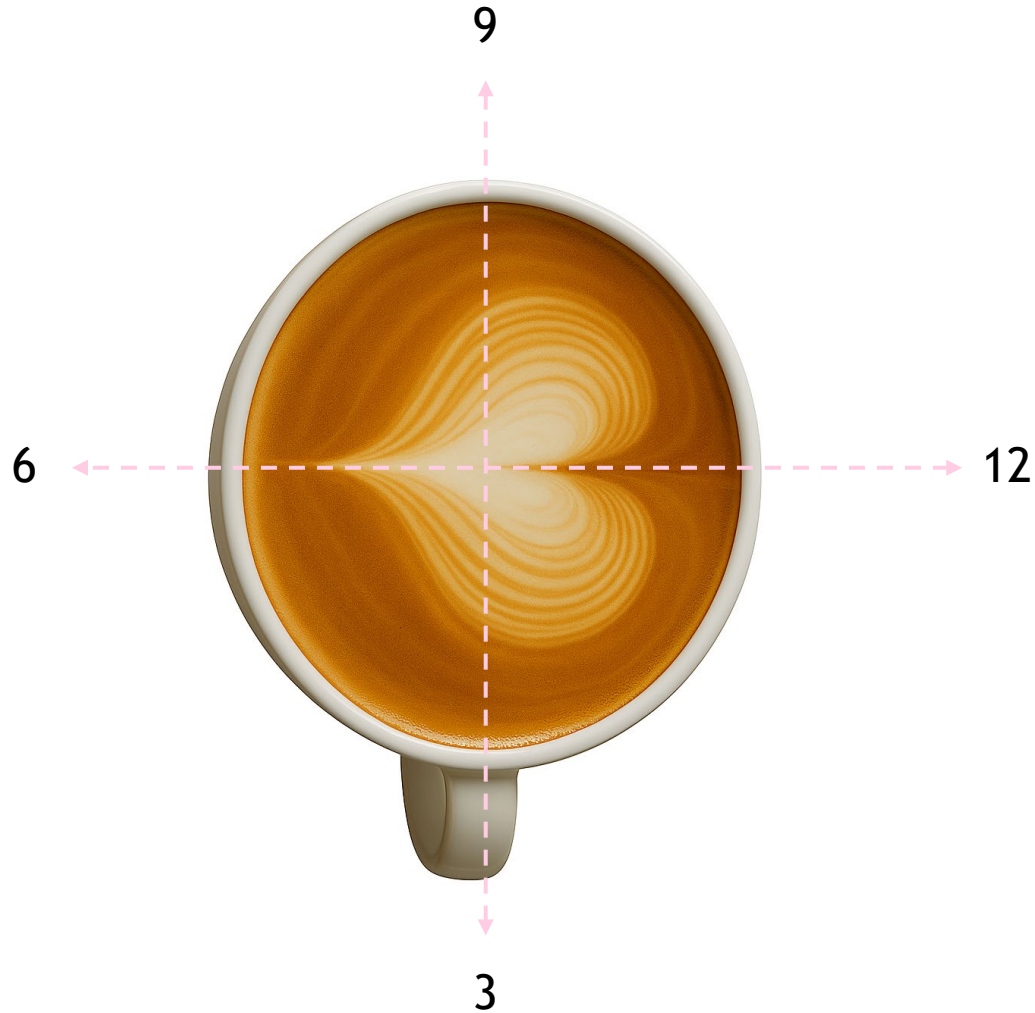
TO GO



1. Hold the cup with the side of the boxes in front of you (3)



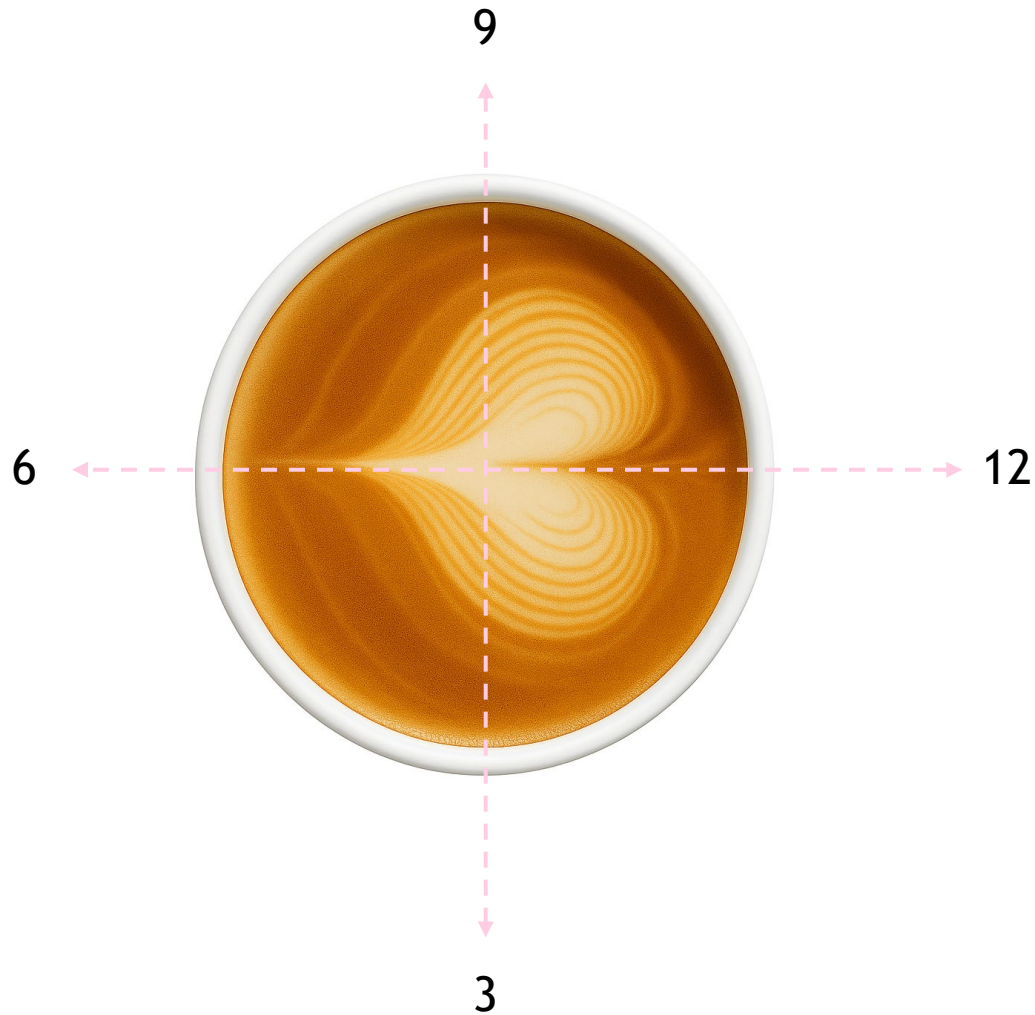
HOW TO HOLD PORCELAIN CUPS



1. Hold the cup with the handle pointing towards you.
2. Start pouring at 12, in the middle of the liquid.
3. Build your pattern towards 6.
4. When you finish, the pattern should be right in front of the customer, with the **handle aligned to the right side.**
5. If you are left-handed, reverse the procedure, aiming to always serve the cup with the handle aligned to the right side.



HOW TO HOLD PAPER CUPS



1. Hold the cup with the side of the boxes pointing towards you
2. Start pouring at 12, in the middle of the liquid.
3. Build your pattern towards 6.
4. When you finish, the pattern should be right in front of the customer, with the **Joe & the Juice logo facing the customer.**
5. If you are left-handed, reverse the procedure, aiming to always serve the cup with the handle aligned to the right side.



LATTE ART EXERCISE

1. Steam milk and track the temperature for accuracy and best taste.
2. With the same milk, pour a heart or a tulip in a to go purple cup.
3. Repeat the procedure aiming for consistency of milk temperature, texture and pattern.
4. Repeat the procedure in the same size porcelain cup.
5. Repeat the procedure in each of the to go cups (Gray, purple, yellow & pink)
6. Repeat the procedure in the 12oz porcelain cup.

A large, stylized pink number '06' is centered on the page. The '0' is a simple oval shape, and the '6' has a curved top and a short tail. A horizontal grey bar passes through the middle of the number.

CLEANING



END OF DAY ESPRESSO GRINDER CLEANING



1. Close the beans hopper.
2. Grind all the remaining beans and discard them.
3. Turn off the grinder.
4. Remove the hopper. Place beans back in a bag/container.
5. Clean the hopper with a clean and dry towel.
6. Clean the clump crusher and put it back in the grinder.
7. Place the hopper back in the grinder. Lock it back in place.
8. Turn the grinder back on.

Note: Clean the Clump crusher at least 2 times a week.



[Linked Video](#)



ESPRESSO MACHINE CLEANING



[E-Campus - Espresso Machine cleaning Video](#)



PUQPRESS CLEANING

Puqpress pressure setting **should always be at 33*

1. Press the setting button on side to lower tamp foot.
2. Tamp foot now lowered.
3. Brush coffee grounds from all areas of foot.
4. Wipe foot with a clean and dry rag.
5. Press the setting button on side to raise tamp foot.
6. Ensure tamp foot is raised for operation and set up to 33.





EOD DRIP COFFEE CLEANING

Cleaning

ALL CLEANING MUST BE DONE DAILY



Remove “cascading spray dome” from the spray head and clean with hot, soapy water.

Wipe the underside of the “spray head” with hot water and clean cloth to remove any old coffee.

Reattach “cascading spray dome”



Clean basket with hot soapy water



Fill Dispenser with hot water and add 2 tablets of Cafiza.

Let it soak for 15 minutes

Pour out water and rinse thoroughly until clean.

DO NOT add any parts into the sanitizing machine / dishwasher



THANK YOU

QUESTIONS?

JONATHAN YANEZ
COFFEE SPECIALIST



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