



# US COFFEE TRAINING

JOE & THE JUICE - October 2025

STORE MANAGER





## LEVEL 3 - STORE MANAGER

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

1. **UNDERSTANDS THE COFFEE PROCESS:** Knows and explains the differences in flavor between roasting profiles, origins and decaf coffee.
2. **UNDERSTANDS COFFEE:** Uses descriptors for coffee flavor and tactile.
3. **TASTE:** Tastes espresso and drip coffee to guarantee quality. Provide trouble shooting feedback based on tasting.
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.
  - Program Espresso Machine volumetrics to ensure the yield is appropriate.
  - Identifies the most balanced espresso shot (within 25 to 30 seconds) based on flavor.
5. **STEAM MILK & POUR LATTE ART:** Demonstrates correct milk texture, temperature, and consistent pouring technique. Shows mastery of technique to ensure visual foam quality, contrast, symmetry, harmony & identification of the pattern
6. **CLEANING & MAINTENANCE:** Ensures deep cleaning of Espresso Machine, EK43 grinder and Fetco Brewer
7. **TROUBLESHOOTING:** Capable / prepared to troubleshoot mid level issues with coffee equipment.
8. **TRAINING:** Trains coffee skills at the Shift Supervisor level and Juicer level.
9. **KPI'S:** Understands Flow Scores. Define corrective actions to meet defined target.



# LEVEL 3 - STORE MANAGER - CCC

**60min:**

## 1. Sensory 102

- Tasting of Joe Coffees + Year - Round CCC.
- Roasting Profiles + Decaf Coffee.
- Single Origins (South & Central America, Africa, Asia)
- Use of descriptors for Flavor and Tactile.

**30min:**

## 2. Drip 102

- Tasting / Trouble Shooting
  - Under Extracted
  - Over Extracted
  - Balanced Drip
- Adjusting EK43 Grinder Setting / Dialing in.
  - Labeling Grinder





# LEVEL 3 - STORE MANAGER - CCC

**60min:**

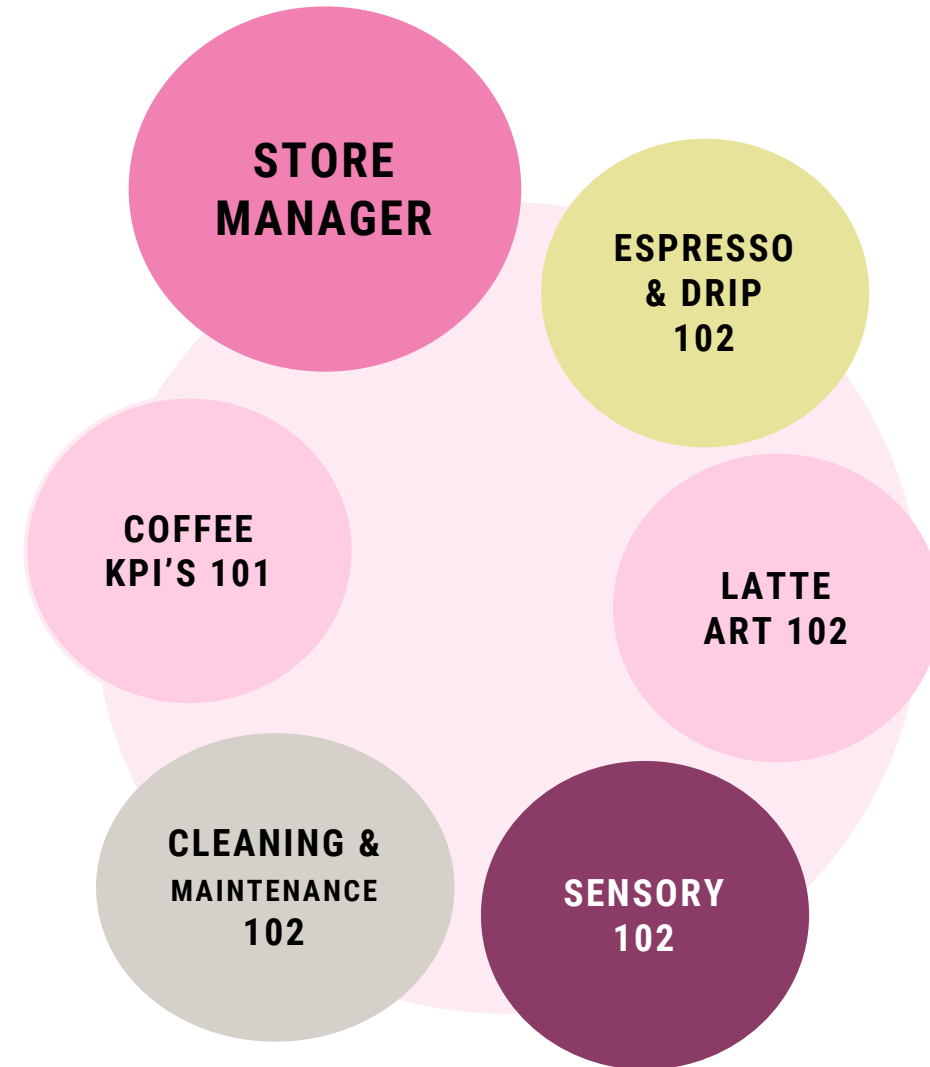
## 3. Espresso 102

- Mastering Dialing In.
- Joe's Espresso Blend + Another origin for Espresso
- Trouble shoot Espresso Grinder.
  - E80 GBW.
- Adjusting water volume in La Marzocco Espresso Machine.
- Contrasting of Standard recipe vs Flavor
  - Look for the most balanced shot (within parameters)

**60 min:**

## 4. Latte Art 102

- Perfect Heart.
- Tulip 2 and 3 stacks.
- Mastering Technique.
  - Visual Foam Quality.
  - Contrast.
  - Symmetry.
  - Harmony.
  - Identification of Pattern.



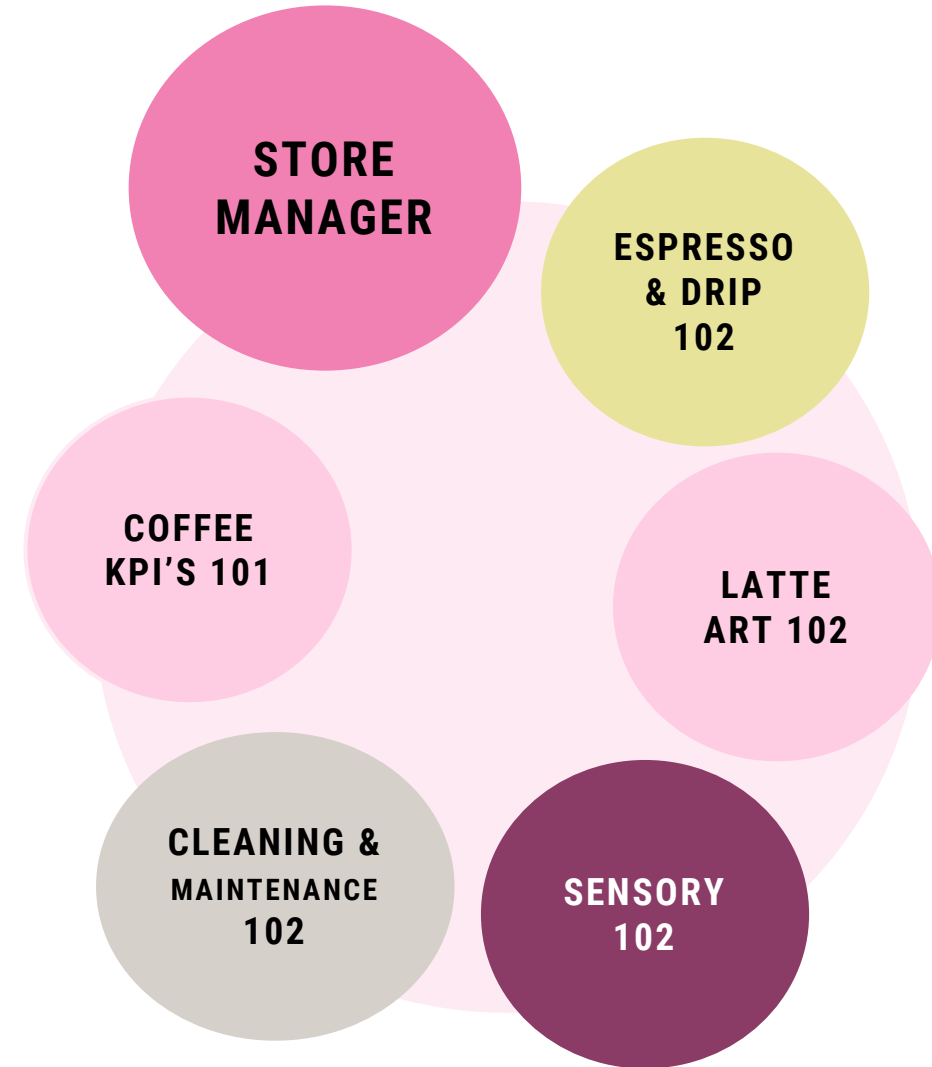


# LEVEL 3 – STORE MANAGER – CCC

**30min:**

## 5. Cleaning 102

- Grinder Deep Cleaning
  - EK43
- Fetco Brewer Settings Programming.





# LEVEL 3 – STORE MANAGER – IN HOUSE

**30min:**

## 1. Coffee KPI's 101\*

- Read and understand Flow Scores.
- Corrective Actions.
- Meeting Target.
- Team positioning recommendations based on % of coffee sales or # of drinks.

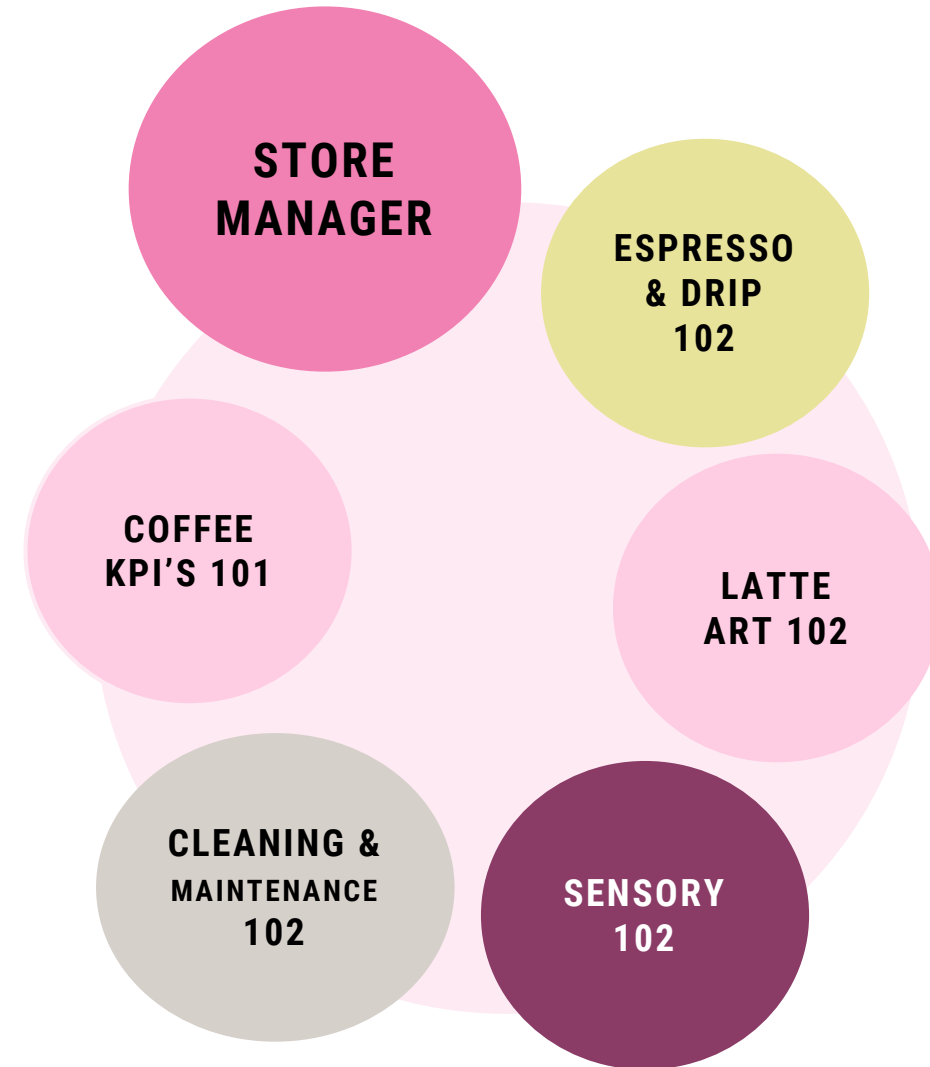
*\*Hosted via Teams with Coffee Specialist.*

**30min:**

## 1. Validation and Feedback

- 8 drinks in 12 minutes.
- All Espresso based / Hot.
- In depth evaluation of quality.
  - Shot times, milk quality, latte art, etc.
- Written component via Microsoft Forms.

*\*Validation by District Manager.*





# LEVEL 3 - STORE MANAGER VALIDATION

**30min:**

*\*Validation by District Manager.*

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

Checklist - Evaluation Form

- 8 espresso-based drinks with latte art in 12 minutes (MAC To go & porcelain; COR To go & porcelain; CAP to go with oat Milk, CAP to stay with regular milk; FW to go & porcelain)
  - Assess shot times, quality, cleanliness, temperature, identification of pattern, use of cup, etc.

**2. Knowledge Test (15min)**

Store Manager Test (Form) 100 POINTS - Minimum 80 to pass

- What are our Coffee Flavor Profiles?
- Coffee Flavor Profiles (Roasting - Single Origin - Decaf)
- Espresso Trouble shooting.
- Drip Coffee Trouble shooting
- Milk temperature, texture.
- Latte Art principles.

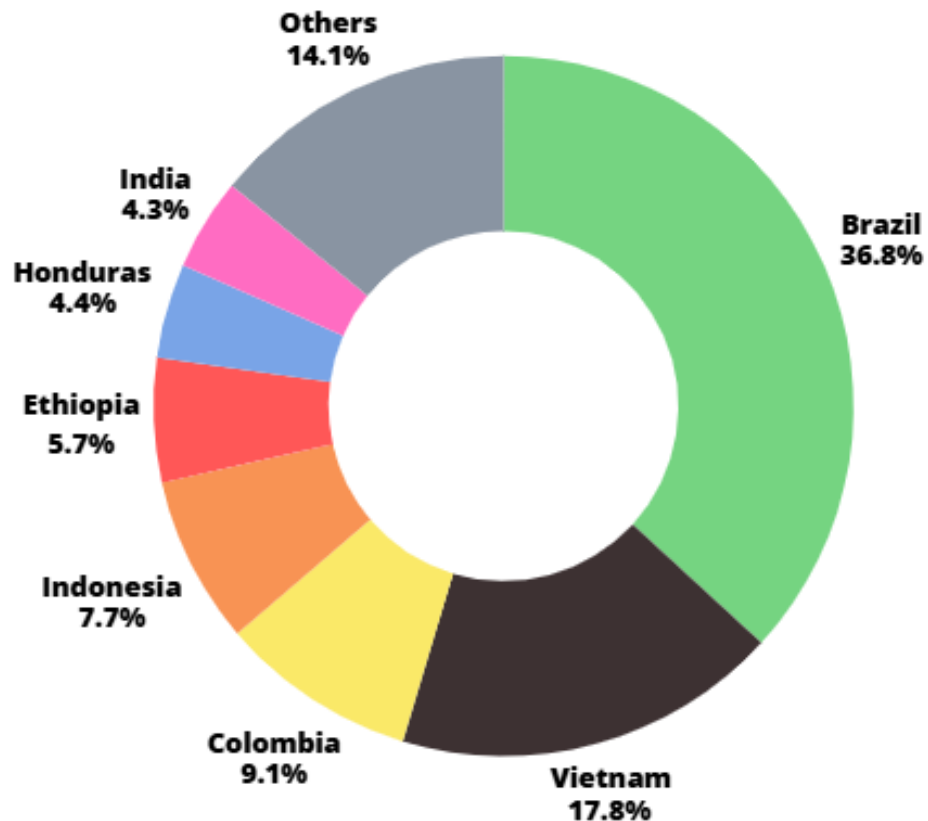
# **TRAINING PROGRAM**

A large, stylized pink number '01' is centered on the page. The '0' is a simple, rounded shape, and the '1' is a vertical bar with a diagonal top edge. A horizontal grey bar is positioned across the middle of the '0' and '1', containing the text 'COFFEE SENSORY SKILLS' in black, bold, uppercase letters.

# COFFEE SENSORY SKILLS



# MAIN COFFEE PRODUCING COUNTRIES

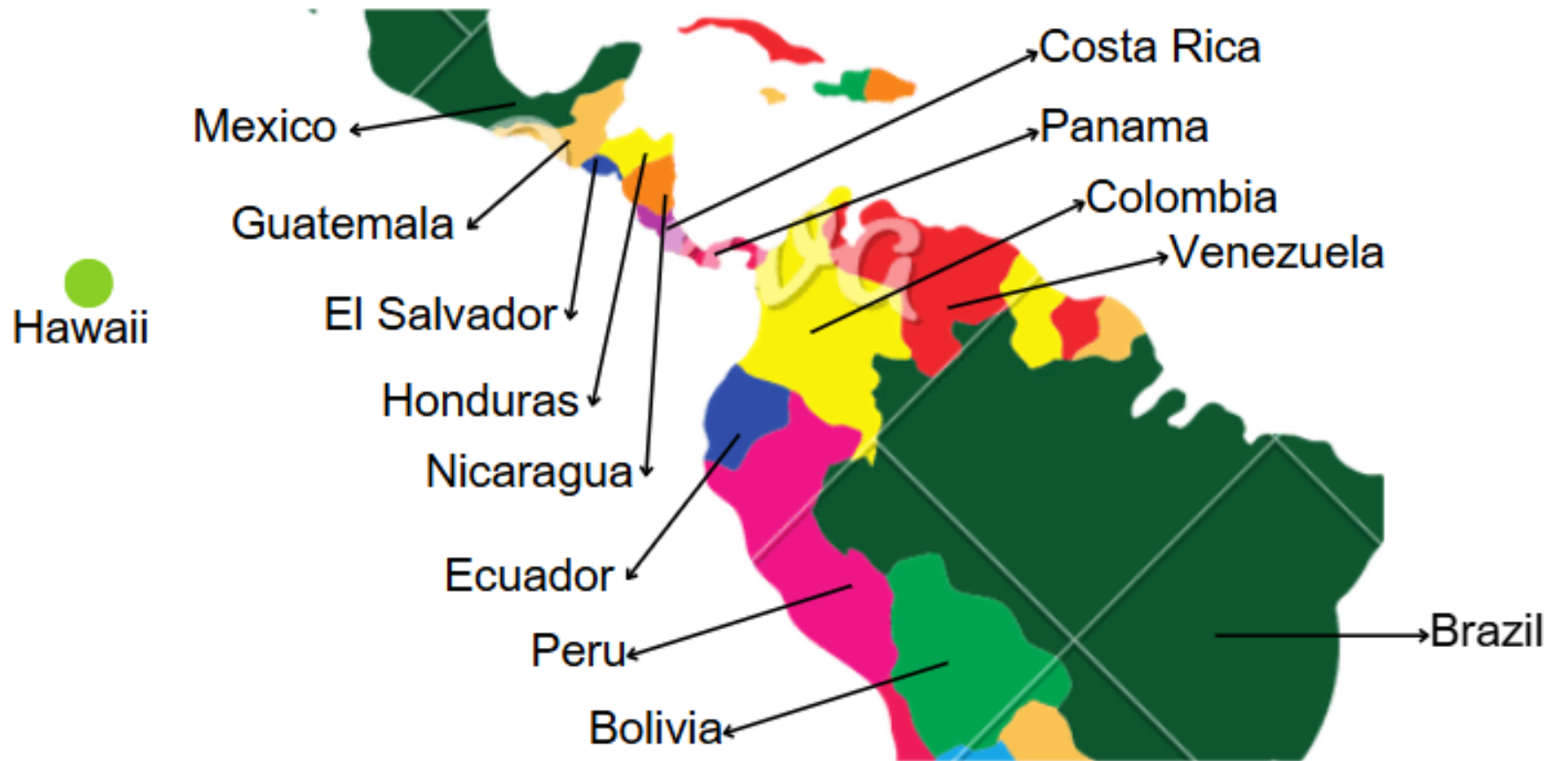


| COUNTRY                         | KEY HIGHLIGHTS   |
|---------------------------------|--|
| <b>Brazil</b>                   | Largest producer globally (30%+ of world supply).<br>Known for smooth tasting Arabica. |
| <b>Vietnam</b>                  | Major Robusta producer. Strong, bold flavor profile.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



# GROWING REGIONS

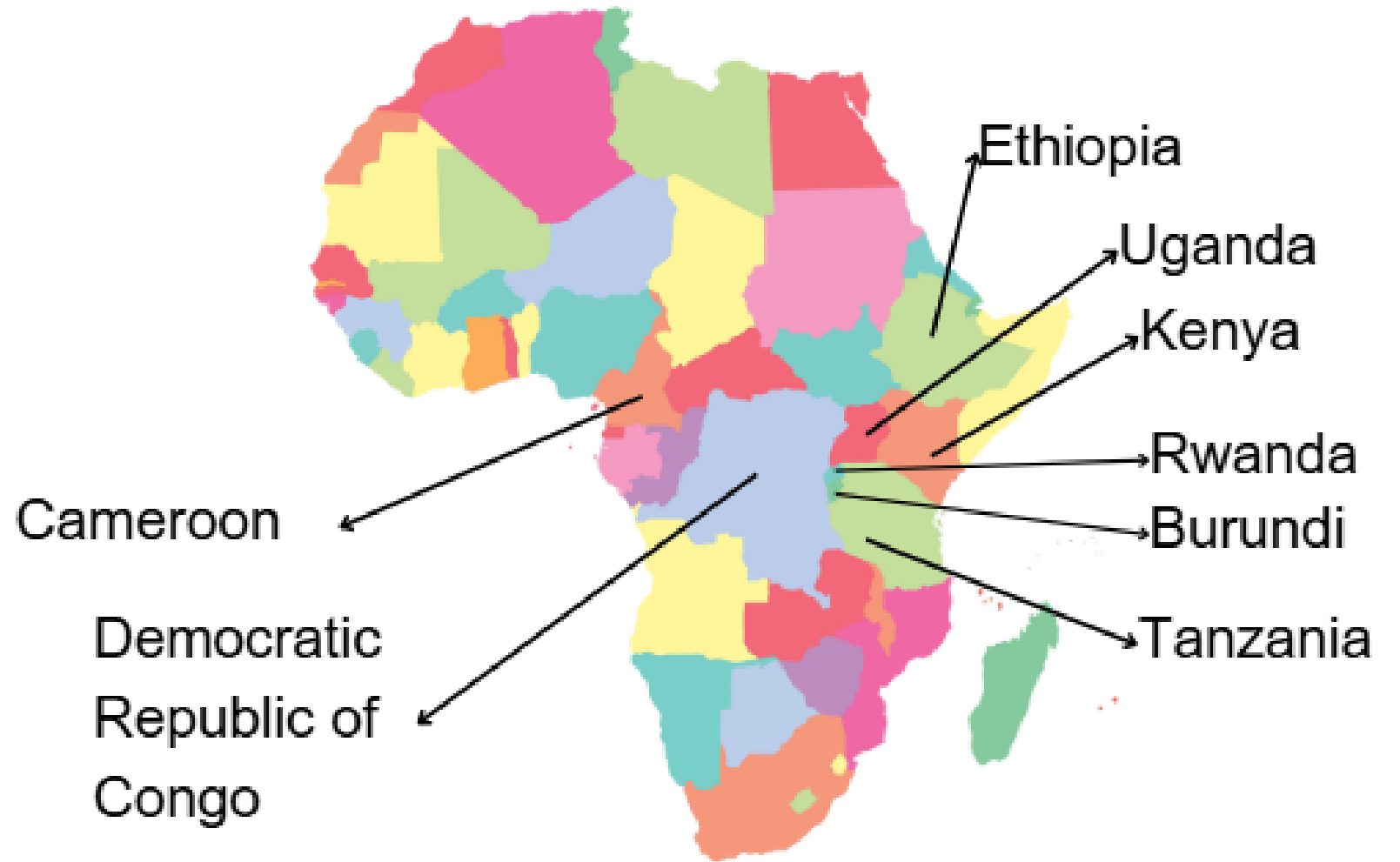
- Mild & Balanced
- Nutty
- Spiced
- Mild Acidity





# GROWING REGIONS

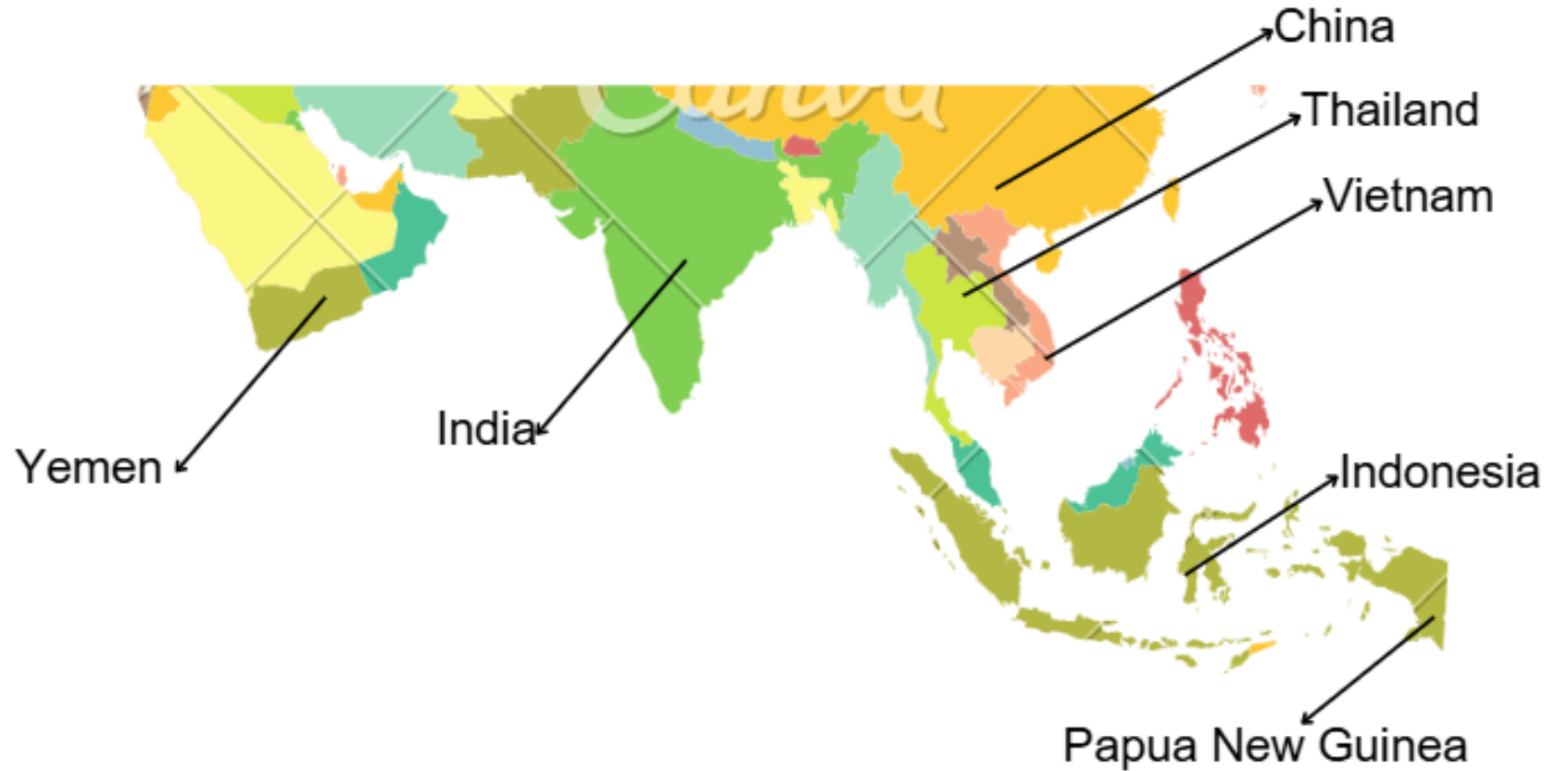
- Bright
- Acidic
- Medium Body
- Fruity





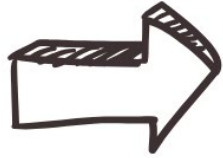
# GROWING REGIONS

- Earthy
- Chocolatey
- Sweet
- Heavy bodied



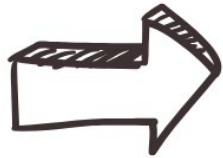


# TASTING - ROAST PROFILE



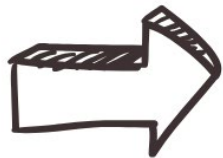
## LIGHT

Higher acidity, clean, light bodied, subtle flavors, very aromatic.



## MEDIUM

Sweet, well balanced, complex, in the middle of the line, best of both worlds. Crowd pleaser.



## DARK

Lower acidity, higher bitterness, higher sweetness. Heavier body. Usually notes of caramel, dark chocolate, smoky.



## DECAF

- The most common decaffeination methods are: Swiss Water Process, Carbon Dioxide (CO) Process, Ethyl Acetate, and Di-chloride methane.
- All methods aim to remove 97%+ of the caffeine.
- Swiss water and Carbon Dioxide are best for specialty coffee as they preserve the flavor.
- Ethyl Acetate and Di-chloride methane (solvent based) methods are most common for commercial decaf.
- No method makes coffee 100% caffeine free.





# TASTING EXERCISE

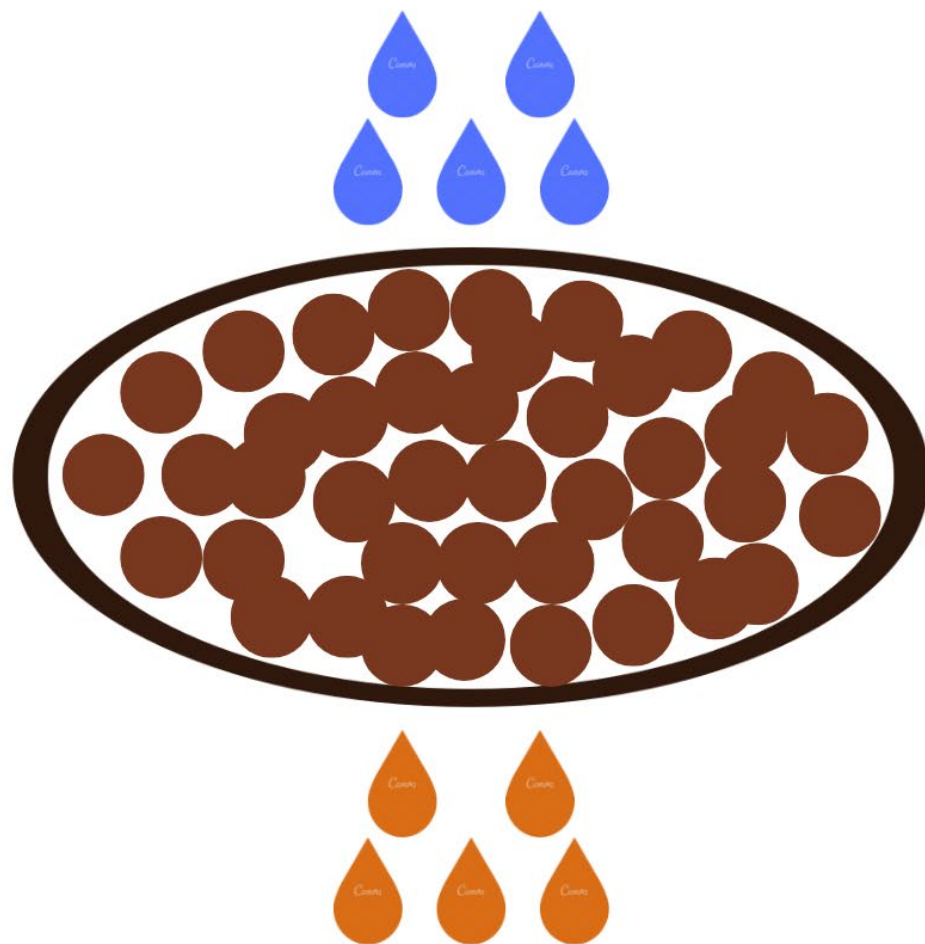
1. Work with Coffee roaster to source coffees.
2. Set up a cupping / tasting table with at least:
  - I. Joe's Filter (Light Roast)
  - II. Joe's Espresso (Medium Roast)
  - III. Dark Roast Coffee
  - IV. 100% Single origin African coffee
  - V. 100% Single origin Asian coffee
  - VI. 100% Single origin South or Central American coffee
  - VII. Decaf coffee
3. Taste the coffees and compare between roast profiles.
4. Taste the coffees and compare between coffee origins.
5. Use appropriate descriptors for flavor and tactile.

02

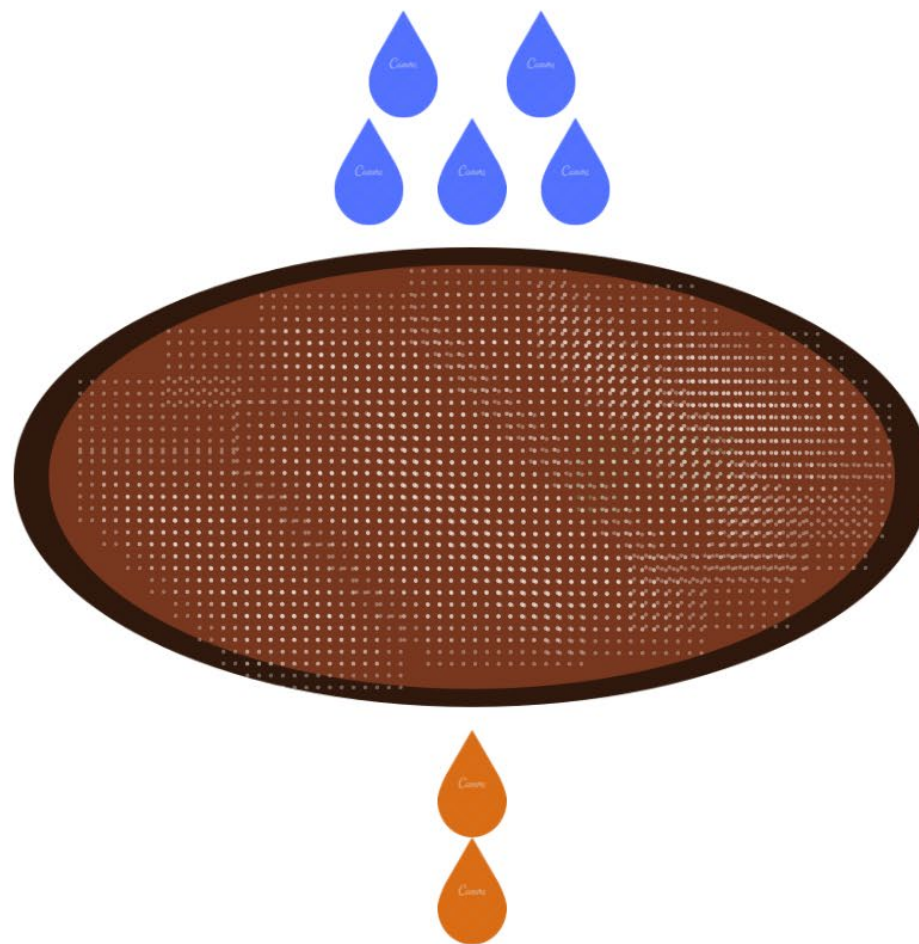
**DRIP COFFEE**



# COFFEE EXTRACTION



**UNDER - EXTRACTION**



**OVER - EXTRACTION**



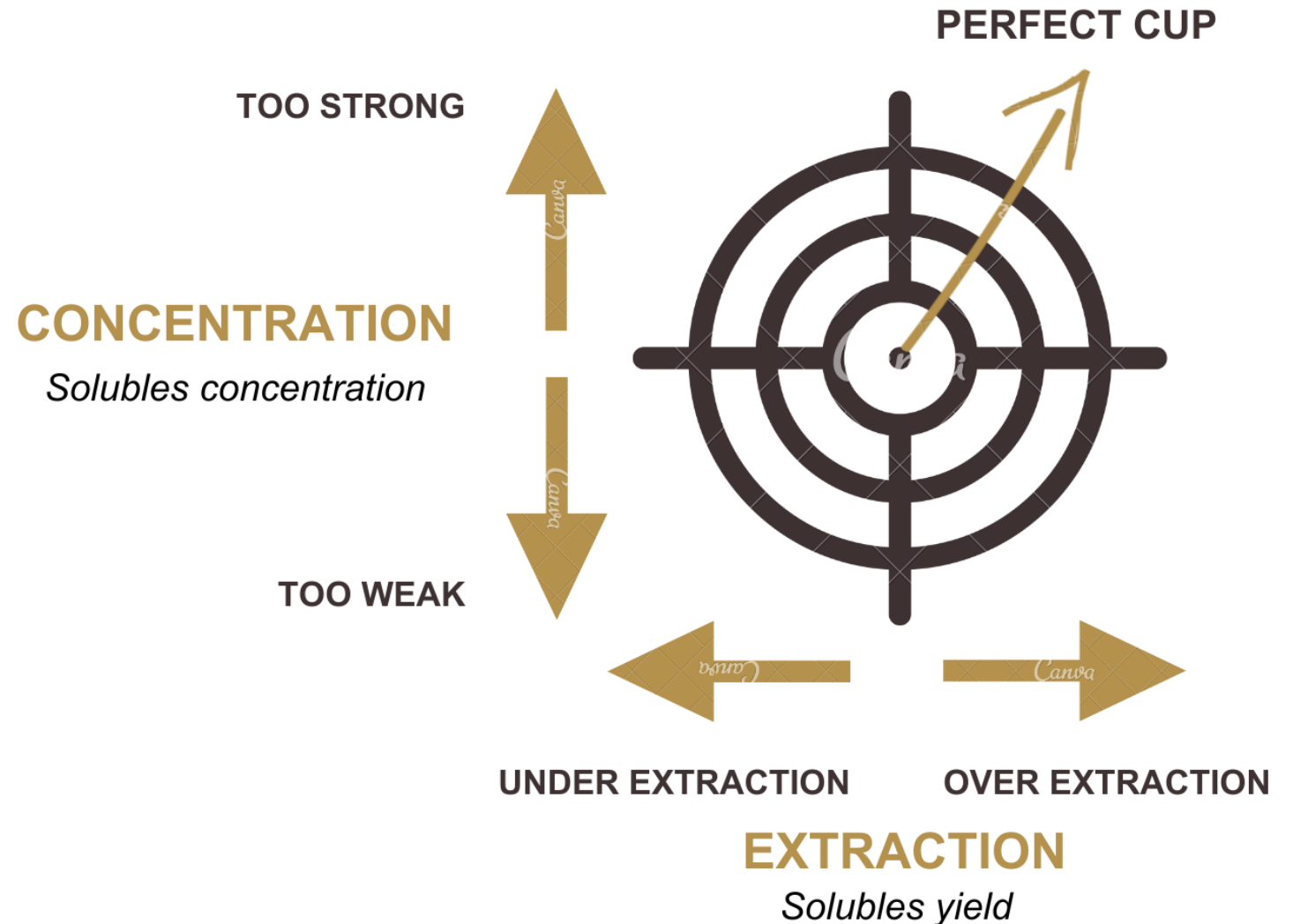
# COFFEE EXTRACTION

| 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.








# 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



# DRIP COFFEE

## Grind sizes



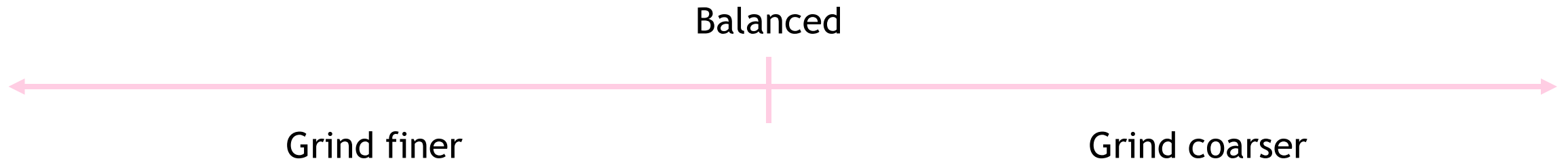
Like espresso, changing the grind size for your filter coffee grinder will affect the flavor of the final product; however, unlike espresso, the runtime will remain the same as it is programmed directly into the Brewer. Instead of dialing in to a specific recipe, with filter coffee, you dial in to taste.

- 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

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.



\*You should always label your Fetco brewer to ensure consistency and ease of use across Team members.



## DIAL IN EXERCISE

1. Set up the drip coffee station making sure everything is stocked and up to standard.
2. Pick a starting point for your grind setting. In example: 8
3. Brew  $\frac{1}{2}$  batch of Drip following the standard procedures.
4. Once the coffee is ready, taste, and write as many notes as possible from what you are tasting.
5. Based on your notes, adjust your grind setting (finer or coarser) focusing on the result you want to achieve.
6. Brew another  $\frac{1}{2}$  batch with the new grind setting.
7. Repeat steps 4, 5 & 6 as needed.
8. You should have your range after 3 or 4 brews.
9. Once the range is defined for  $\frac{1}{2}$  batch. Make a test for a full batch, making the grind setting 1 point coarser.
10. If the result of your  $\frac{1}{2}$  and full batch are according to the goal, **label the grinder with the recommended grind settings.**



# DRIP COFFEE

Labeling example



Once you have your ideal grind setting, you can label the brewer and grinder in multiple ways.

- In this example, colored stickers are being used to flag the appropriate grind setting and recipe between a half and full batch for ease of communication across different team members.
- The procedure should be repeated every time the grind setting is adjusted.



The image features a minimalist design with a white background. Two large, bold, pink letters, 'O' and 'S', are positioned centrally. A horizontal grey bar spans across the middle of the image, passing through the center of the letters. The word 'ESPRESSO' is written in a bold, black, sans-serif font across this grey bar.

**ESPRESSO**







# 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



# ESPRESSO

## DOSE

18 grams

Joe's Espresso Blend

## RATIO

1:2



## YIELD

36 milliliters of Espresso

## RUN TIME

25 to 30 seconds



## ESPRESSO 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.



# 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       |



## 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.
  - In Example: 25 seconds / 26 seconds / 27 seconds / 28 seconds, etc.



# ESPRESSO

Contrasting Run time



25

26

27

28

29

30

**Below 25 Seconds**  
More potential for under extraction, sour and not sweet enough shots.

**The KEY**  
Always look for the sweetest and most balanced shot. There are many variables that can affect the taste, so it is key that once you are within the parameters, you taste to confirm

**Over 30 seconds**  
More potential for over extraction, bitter, dry and astringent shots.



**REMEMBER**

**ALWAYS TASTE YOUR  
SHOTS BEFORE YOU SIGN  
OFF ON YOUR DAILY DIAL  
IN PROCEDURES**



**MILK & LATTE ART**



# MAIN COMPONENTS OF LATTE ART

Mastering the technique

- Foam Quality
- Contrast
- Harmony, size and position in cup
- Symmetry
- Identification of Pattern



# FOAM QUALITY



## EXCELLENT

Foam quality Level 1-2



## REASONABLE

Foam quality Level 2-3



## UNNACCEPTABLE

Foam quality Level 4-5



# MILK FOAM QUALITY GUIDE



## **LEVEL 1: EXCELLENT MILK STANDARD**

Microfoam produced is smooth, shiny and moist. No visible bubbles.



# MILK FOAM QUALITY GUIDE



## LEVEL 2: VERY GOOD MILK STANDARD

Microfoam produced is smooth and moist. Very few small bubbles <0.5mm diameter.



# MILK FOAM QUALITY GUIDE



## LEVEL 3: ACCEPTABLE MILK STANDARD

Microfoam produced is smooth and moist. Microfoam texture with many small bubbles <1mm diameter and standard very few larger 1-2mm bubbles.



# MILK FOAM QUALITY GUIDE



## **LEVEL 4: UNACCEPTABLE MILK STANDARD**

Many large >1mm diameter bubbles present. Texture uneven / dull / dry.



# MILK FOAM QUALITY GUIDE



## **LEVEL 5: VERY POOR MILK STANDARD**

Many large  $>1\text{mm}$  diameter bubbles present. Very dry and uneven looking like it has been placed on by a standard spoon / spatula rather than poured.



# CONTRAST



## EXCELLENT

- Sharp contrast between clean white foam of the pattern against the rich color of the crema.
- This sharp contrast should be demonstrated throughout most of the pattern to be considered excellent.



## REASONABLE

- The pattern can be clearly identified but there is a degree of “marbling” between the white foam and the brown crema.
- There are areas of “beige” where the crema and foam have mixed.



## UNNACCEPTABLE

- Contrast is generally poor so that the pattern is hard to distinguish.
- Much mixing of the white foam into the crema.



# HARMONY, SIZE AND POSITION IN CUP



## EXCELLENT

- For right-handed drinkers, the pattern should ideally be presented with its base at 6 o'clock (tolerance between 5 - 7 o'clock) and the **handle at 3 o'clock**.
- The size of the pattern should suit the size of the top of the cup, big enough to fill the space while still leaving space to the edges to "frame" the design.
- If multiple patterns are poured in the cup, then they should be positioned in a complementary manner to each other, giving an overall attractive design



## REASONABLE

- For right-handed drinkers, the pattern is presented with its base between 4 - 8 o'clock
- The size of the pattern is considered slightly too small for the space available.
- The size of the pattern is too big for the cup and loses its "frame" of crema
- The pattern is poorly positioned in the cup e.g., to one side of the cup or touching the side/top/base.
- Multiple patterns are unbalanced in their size or quality, but still clearly identifiable.



## UNACCEPTABLE

- For a right-handed drinker, the pattern is poured upside down when the handle is positioned at 3 o'clock.



# SYMMETRY OF THE PATTERN



## EXCELLENT

- Key free pour patterns such as hearts, rosettas, and tulips need to have good symmetry to be considered excellent. The pattern should be a good mirror image if cut down the middle. "Absolute" symmetry is not assessed, e.g. in each leaf of a rosetta, but symmetry in the overall shape of the pattern.



## REASONABLE

- Symmetry of the pattern is fair but not considered excellent.



## UNNACCEPTABLE

- Symmetry is considered poor.
- Pattern is hard to distinguish so symmetry is difficult to assess.



# IDENTIFICATION OF PATTERN



## EXCELLENT

- Pattern is clearly identified and attractive.



## REASONABLE

- Pattern is clearly identified.



## UNNACCEPTABLE

- Pattern is not clearly identified.



# BASIC LATTE ART PATTERNS



**HEART**



**TULIP**



# BASIC LATTE ART PATTERNS



**ROSETTA**



**SWAN**