

CAFE MAKERS

GOOD COFFEE BRINGS GOOD BUSINESS.

"Cafemakers provides world-class Baristamakers barista training programs in your own shop. Our goal is to enhance your staff's product knowledge and customer service skills to a level that ensures that your café or espresso-bar is the venue of choice for coffee-lovers in your neighborhood."

Andrew Hetzel, President and Founder, Cafemakers, LLC

INTRODUCING ANDREW HETZEL AND BARISTAMAKERS

Andrew Hetzel, a World Barista Championship (WBC)* judge is founder of **Cafemakers**, a coffee business consultancy that grew out of his passion for fine specialty coffees and the recognition that there is a tremendous opportunity to improve both the beverage quality and business performance of nearly all establishments that sell espresso-based beverages. Using his 10 years of experience in educating employees in the corporate sector, Andrew designed the **Baristamakers** training programs to ensure that your coffee café, espresso bar or foodservice staff not only make consistently outstanding espresso-based beverages, but his seminars will also help maximize your operation's sales and profit potential.

According to Andrew, "A knowledgeable and enthusiastic barista can dramatically *raise the bar* when it comes to the quality of beverage preparation and service. Your customers will notice when they are greeted by a friendly, enthusiastic professional." He adds, "We created Baristamakers 3, 4 and 5-day on-site skill-building workshops to teach your staff to serve better espresso beverages, quickly and efficiently, and at the same time create an inviting atmosphere that encourages repeat customers. Our standard courses cover topics ranging from basic barista skills to advanced espresso-preparation techniques and showmanship. We also offer custom curriculum development based on your individual business requirements. All Baristamakers training programs utilize experiential instructional techniques based on modern cognitive theory. In addition to encouraging rapid learning, our interactive approach is also highly motivating. Regardless of which **Baristamakers** training program format you choose, professionalism, product knowledge, skill-building and hospitality are emphasized in all of our sessions."

BENEFITS FOR COFFEE BUSINESS OWNERS

- **Increased Sales** – Improved employee-customer relationships combined with good tasting beverages will help encourage repeat business and generate sales.
- **Reduced Costs** – Properly trained baristas will waste less coffee, milk and time than unskilled employees; their enhanced efficiency and advanced beverage preparation capabilities will directly impact your bottom line savings.
- **Enhanced Profitability** – Discerning specialty coffee drinkers are willing to pay a premium for consistently good tasting, properly prepared beverages served in a pleasing environment.

* The World Barista Championship (WBC) is an event designed to encourage and recognize professional achievement in the art and skill of espresso beverage preparation and service. Competitors are required to prepare and serve 12 coffee beverages including one espresso, one cappuccino, and one specialty drink of their own creation, before four sensory judges and two technical judges in within 15 minutes or less.

- **Unique Identity** – High standards of service and professionalism combined with a friendly, welcoming experience contribute to customer satisfaction and build your brand image.

BENEFITS FOR COFFEE BUSINESS MANAGEMENT

- **Increased Productivity and Efficiency** – Better job satisfaction and improved skills lead to more productive and motivated personnel who'll do more for you in less time and at a lower cost.
- **Better Staff Morale** – Employees who feel good about themselves and their job performance create a positive, collaborative work environment.
- **Improved Safety** – Proper training, equipment operation and maintenance combined with best barista practices helps reduce the chance of injury.
- **Lower Staff Turnover** – On-the-job education helps to retain good employees and reduce the cost of re-hiring and training new staff.
- **Prolonged Equipment Life** – Proper operation, sanitation and regularly scheduled routine maintenance protect your investment in brewing and grinding equipment.

Employees in an environment focused on professional skills development and improved performance are more open to accept new methodologies; they're likely to be more flexible as new techniques, tools or procedures are introduced.

Andrew Hetzel

BENEFITS FOR YOUR CUSTOMERS

- **Enhanced Service Experience** – Fast, friendly service improves the overall café experience and the perceived value of the beverage received.
- **Product Consistency** – Discriminating coffee enthusiasts appreciate knowing that the beverage they order today will be as good as the beverages they've enjoyed in the past, and will enjoy in the future.
- **Better Tasting Product** – Shop owners make a significant investment in purchasing fine specialty coffees, but don't forget that your barista is ultimately responsible for ensuring the quality of the beverage. It's the flavor in the cup that counts.

Everyone knows that a good bartender contributes to the success of a hotel lounge or restaurant by attracting repeat customers and creating a warm, welcoming environment. Similarly, a well-trained, friendly and efficient barista can help generate increased sales and profits for your café, espresso bar or coffee kiosk.

Andrew Hetzel

BARISTA TRAINING PROGRAMS WITH A BASIS IN SOUND INSTRUCTIONAL DESIGN

Having conducted successful seminars and hands-on training workshops for the corporate sector for more than 10 years, Andrew translated many of the highly effective interactive motivational formats used by restaurant chains, retailers, Fortune 500 businesses and the automobile industry to provide effective and enjoyable learning experiences for coffee shop and café employees. In addition to encouraging a passion for coffee in every student, Baristamakers training programs use experiential instructional techniques, based on modern cognitive theory; this unique methodology facilitates learning, increases retention of important information and maximizes the efficiency of the students' course time – and it's fun too!

In essence, people learn by doing. We've replaced the outdated classroom format traditionally associated with most professional training programs with a lively hands-on, interactive approach that encourages each student to learn new skills and absorb important information at his or own pace.

Unlike traditional instruction that involves the presence of an instructor lecturing in front of a classroom, Baristamakers employs the following core principles:

Teaching is the fluidly negotiated construction of learning

Learning is a natural consequence of performance

Reflection and abstraction are necessary to become an expert

GOAL-ORIENTED PERFORMANCE-BASED BARISTA TRAINING

Performance Goals

Cafemakers has established the goals for Baristamakers training programs by identifying the targeted level of resulting student competence

Baristamakers Course Matrix

| Course | Competency Goal | Example Topics or Tasks |
|----------------------------|--|--|
| Core Barista Skills | Knowledge and Application <ul style="list-style-type: none"> ▪ Students are able to remember or recognize terminology, definitions, facts, ideas, materials, patterns, sequences, methodologies, principles, etc. ▪ Participants are able to read and understand descriptions, communications, directions, regulations, etc. ▪ Students can apply ideas, procedures, methods, principles, theories, etc. in job-related situations | Espresso Basics Role of a Barista Espresso Equipment Operation Conceptual Customer Service Coffee and Milk Storage & Handling Routine Equipment Cleaning Milk Frothing and Steaming Standard Menu Beverages Basic Customer Service |

Baristamakers Course Matrix (cont'd)

| Course | Competency Goal | Topics or Tasks Addresses |
|------------------------------------|--|---|
| Intermediary Barista Skills | Application and Analysis <ul style="list-style-type: none"> ▪ Students can apply ideas, procedures, methods, principles, theories, etc. in job-related situations ▪ Participants can break down or distill information into its constituent parts and recognizing the parts' relationship to one another; also understanding how they are organized; identifying sublevel factors or salient data from a complex scenario | Alternative Steaming and Tamping Techniques Waste Reduction Speed / Time Efficiency Espresso Extraction and Milk Problem Solving Expanded Menu Beverages Customer Communication and Interaction |
| Advanced Barista Skills | Synthesis <ul style="list-style-type: none"> ▪ Participants gain an ability to combine parts or elements together in a way that shows a pattern or structure not clearly visible before; identifying which data or information from a complex set is appropriate to examine further or from which supported conclusions can be drawn | Signature Beverage and Menu Development Espresso Flavor Profiling Preventative Equipment Maintenance Managing Customer Expectations Building Customer Loyalty / Education Strategies |

HOW DOES THE BARISTAMAKERS TRAINING PROGRAM WORK?

LOCATION: We believe that the best place to learn the art and science of making great espresso drinks is in your own café, restaurant or coffee shop. We'll send one of our instructors to your location to teach you and your staff how to get the most out of your facility and equipment. And, at the same time, you'll save you hundreds, if not thousands of dollars in staff travel and lodging expenses.

The only way to learn about driving is by getting behind the wheel of a car; there is no book or video that can give you the same meaningful learning experience. The same is true of learning to operate costly espresso grinding and brewing equipment. Baristamakers' instructors show how to properly use your own equipment in a hands-on workshop.

Andrew Hetzel

Baristamakers Workshop Attendee Guidelines

| | Core Skills | Intermediary Skills | Advanced Skills |
|-----------------|-------------|---------------------|-----------------|
| 4-6 Attendees | 3 Days | 3-4 Days | 4 Days |
| 7-12 Attendees | 3-4 Days | 4 Days | 4-5 Days |
| 13-18 Attendees | 4 Days | 4-5 Days | 5+ Days |

Single and multiple day sessions can be tailored to accommodate your staff size, company specific procedures or barista skill levels. Additionally, we your more advanced students upgrade or fine-tune their skills to the performance level of a nationally or internationally competitive barista.

FEES: Three day programs begin at \$4990 plus travel expenses to your location; additional fees may apply for international destinations. Discounts are available for recurring training sessions at a single or at multiple locations.

CONTACT: For more information about Cafemakers' Baristamakers training programs and associated fees, call us at +1 (808) 443-0290, write to info@cafemakers.com or visit our website at <http://www.cafemakers.com>. We look forward to helping you grow your business.

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