



## THIS IS MY COFFEE TASTING GUIDE

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### HISTORICAL DATA

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DATE THIS GUIDE  
WAS STARTED:

\_\_\_\_ / \_\_\_\_ / \_\_\_\_

LOCATION:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

FAVORITE COFFEE  
ON THIS DATE:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### FIRST COFFEE TASTED

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

***DID YOU FIND THIS? I NEED IT BACK!***  
**PLEASE RETURN TO**

**BY EMAIL:**

\_\_\_\_\_  
\_\_\_\_\_ @ \_\_\_\_\_

**BY FACEBOOK:**

\_\_\_\_\_  
\_\_\_\_\_

**REWARD:**

\_\_\_\_\_  
\_\_\_\_\_



# COFFEE TASTING GUIDE

## START HERE

It begins the first time you smell the enticing aroma and sip the coffee. Your *Coffee Tasting Guide* gives you a place to record your sensory journey. It also provides you with what you need to know and communicate about how we ethically source, roast, brew and taste coffee. And to have an even more meaningful connection with our customers and each other over coffee.

## HOW TO USE YOUR COFFEE TASTING GUIDE:



Taste each coffee.



Write down your thoughts on the pages inside.



Peel the sticker from the back of the guide and place on the coffee's page.



Keep tasting.

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# Welcome

Welcome to the *Coffee Tasting Guide*, a place to learn about the ways we buy, roast, brew and taste the coffees in our lineup—and a place to record your own thoughts as you experience each coffee. Welcome to a new way of organizing our coffees by roast: Starbucks® Blonde, Medium and Dark; this makes it easier for our customers to identify the taste they prefer. And welcome to the continuation of our relentless pursuit of leadership in coffee.

Exploring the world of coffee is one of the most important, exciting and rewarding things we do.

So taste each coffee. Share your stories. Connect with each other, and with our customers. Listen, expand your knowledge and make recommendations.

Above all, continue to taste.

I hope you enjoy it as much as I do.

Dub Hay

SENIOR VICE PRESIDENT  
GLOBAL COFFEE AUTHORITY

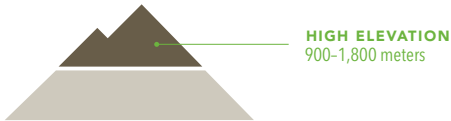
# 01

## COFFEE INDUSTRY

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Coffee farming touches the lives of more than 25 million people. It is grown in about 60 countries, primarily on small farms.

There are two main species of coffee: *arabica* and *robusta*. Starbucks purchases only high-quality *arabica* coffee grown at high altitudes. *Arabica* represents about 60 percent of the world's coffee production. We do not buy *robusta* coffee, which grows at lower elevations and has less refined flavor characteristics.



One thing that truly sets Starbucks apart from other coffee companies is our coffee team. The team starts the process by traveling to growing regions and building the relationships that allow us to buy high-quality coffee. They do extensive quality checks throughout the process. And they roast, taste and evaluate every sample received—adding up to more than 250,000 cups every year.

# 02 COFFEE BUYING

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We've always believed that businesses can—and should—make a positive impact on the communities they serve. So we set goals in the areas of our business where we can have the greatest impact:



Our Ethical Sourcing commitment to offering the highest-quality, ethically purchased and responsibly produced coffee, tea, cocoa and manufactured goods helps to create a better future for farmers and suppliers.



2015

#### GOOD TO KNOW

To measure our impact, we set a goal that by 2015 100 percent of our coffee will be ethically sourced. That means every bean we buy will be third-party verified or certified either through Coffee and Farmer Equity (C.A.F.E.) Practices, Fair Trade or another third-party program.

We are one of the world's largest purchasers of Fair Trade Certified™ coffee. But the cornerstone of our ethical sourcing is C.A.F.E. Practices—the comprehensive coffee-buying guidelines we've developed with Conservation International over the last 10 years. There are two prerequisites: product quality and economic accountability, and two scored criteria in social responsibility and environmental leadership. C.A.F.E. Practices gives purchasing preference to coffee suppliers who grow, process and trade coffee in an environmentally, socially and economically responsible way. The program is built on a model of continuous improvement, and Starbucks encourages coffee cooperatives, farms and supply networks of all sizes and scale to participate.

# 03 GROWING

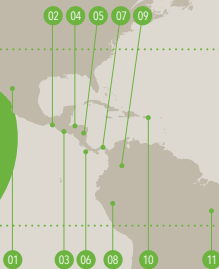
There are three primary coffee-growing regions, each with a distinct landscape, climate and flavor profile for the coffees that are grown and processed there.

## LATIN AMERICA

Crisp acidity with flavors of nuts, cocoa and soft spice.

### THE COFFEE BELT

Most coffee grows near the equator, between the Tropic of Cancer and the Tropic of Capricorn – **The Coffee Belt** – and coffee's origin country greatly affects its flavor.



- |                 |                |                 |
|-----------------|----------------|-----------------|
| 01. Mexico      | 05. Nicaragua  | 09. Colombia    |
| 02. Guatemala   | 06. Costa Rica | 10. Puerto Rico |
| 03. El Salvador | 07. Panama     | 11. Brazil      |
| 04. Honduras    | 08. Peru       |                 |

Starbucks travels the world to discover and purchase the very best beans each region has to offer—with the significant flavor characteristics of their origin.

## AFRICA

Lush and juicy, with flavors of floral and citrus to berry and spice.



- 12. Rwanda
- 13. Burundi
- 14. Zambia
- 15. Uganda
- 16. Tanzania
- 17. Kenya
- 18. Ethiopia

## ASIA / PACIFIC

Full-bodied and syrupy smooth with herbal, earthy flavors.



- 19. Thailand
- 20. Sumatra
- 21. China
- 22. Indonesia
- 23. Java
- 24. Sulawesi
- 25. Philippines
- 26. East Timor
- 27. Papua New Guinea

# 04 PROCESSING

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Processing is the term used to describe how the beans (seeds) are removed from the coffee cherry. Processing plays a part in overall flavor, acidity and body.

## **WASHED PROCESSING**

*light, clean and tangy*

Coffee pulp is mechanically removed, leaving a sticky layer called mucilage on the bean. Beans are washed and then held in a concrete fermentation tank for 18-36 hours to develop flavor, acidity and body. One final washing, and the beans are dried, parchment is removed and the green beans are sorted and graded.

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## **SEMI-WASHED PROCESSING**

*lower acidity, light-bodied and smooth*

Coffee pulp is removed using small hand-pulping machines, and then the coffee is washed and laid out to dry in the sun. After partial drying, parchment is removed and the coffee is laid out again for final drying, followed by sorting and grading.

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## **NATURAL PROCESSING**

*wild, unpredictable and berry*

Coffee cherries are allowed to dry completely on the bean, letting the bean develop flavors before the skin and parchment are removed, followed by sorting and grading.



# 05 ROASTING

The Starbucks Roast is not a time, temperature or color—it's a philosophy. We organize our coffees in three roast profiles, Starbucks® Blonde Roast, Medium and Dark Roast. Research tells us that customers use roast to indicate flavor, so these profiles help them quickly find coffees they'll like.

## BLONDE

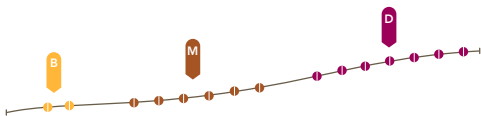
Blonde-roasted coffees have a shorter roast time, lighter body and mellow flavors.

## MEDIUM

Medium-roasted coffees are balanced with smooth and rich flavors.

## DARK

Dark-roasted coffees feature a fuller body and robust, bold flavors.



### GOOD TO KNOW

Each coffee requires a unique roast profile to create a cup that is at its peak of aroma, acidity, body and flavor.

# 06 BREWING

How you grind, brew and store coffee is as important as the coffee you choose.

## 4 FUNDAMENTALS OF BREWING GREAT COFFEE

### PROPORTION

Starbucks recommends 2 Tbsp (10 g) ground coffee for every 6 fl oz (180 ml) of water for proper extraction.



### GRIND

Grind determines how long the water and coffee are in contact, and how much flavor is extracted. Proper grind delivers only the coffee's best flavors.



### WATER

Coffee is 98 percent water, so fresh, good-tasting water is essential. If your local tap water tastes good, it's likely to make a good cup of coffee. Otherwise use filtered or bottled water.

### FRESHNESS

Think of coffee as fresh produce. The enemies of coffee are oxygen, light, heat and moisture. Store opened coffee in an opaque, airtight container (like a FlavorLock™ bag) at room temperature, and use within a week of opening.

## HOW TO BREW IN A COFFEE PRESS

*(By far our preferred brewing method.)*

[01.]



Start with coarsely ground coffee  
(2 Tbsp for every 6 fl oz water).

[02.]



Add hot water just off the boil.

[03.]



Brew for four minutes.

[04.]



Then press and pour.

“

*To brew great coffee, follow the four fundamentals: Proportion, Grind, Water and Freshness.”*

# 07 TASTING

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Whenever you taste coffees, compare and contrast them by identifying the four tasting characteristics for each: aroma, acidity, body and flavor.

## AROMA



The way the coffee smells—it could be earthy, spicy, floral, nutty or others. These distinctive aromas are directly related to the coffee's flavor.

## ACIDITY



This is a tangy quality or tartness, not the pH level of the coffee. You can feel acidity on the sides and tip of your tongue, and sometimes the back of your jawbone, the way you do when you taste citrus fruits or drinks. Coffees with high acidity are described as bright, tangy and crisp with a clean finish. Low-acidity coffees feel smooth in your mouth and linger.

## BODY



The weight of the coffee on your tongue. Does it feel light or full in your mouth? Like comparing whole milk with nonfat milk. Light-bodied coffees feel light and don't linger; you feel the weight of full-bodied coffees on your tongue and the flavor lingers.

## FLAVOR



The way the coffee tastes. This characteristic is registered in different parts of the mouth. Citrus, cocoa and berries are a just a few flavors you might taste. Some are obvious, and others are subtle.



*Each coffee in our lineup is unique – taste and compare their aroma, acidity, body and flavor.*

## THE FOUR STEPS OF COFFEE TASTING

Follow each of these steps every time you taste to truly appreciate the characteristics of the coffees. See how the characteristics you like correspond to region, processing method and roast.

- [01.] **SMELL** Always smell a coffee before you taste it. Your tongue distinguishes only four tastes: salty, sweet, bitter and sour—but your nose can detect thousands of smells. Cup your hand over the coffee, hold the cup close to your nose and inhale.
- [02.] **SLURP** When tasting a coffee, it's important to slurp it. Slurping sprays the coffee across your entire palate and lets subtle flavors and aromas reach your nose.
- [03.] **LOCATE** Think about where you are experiencing flavors on your tongue. Is it on the tip and sides? What is the mouthfeel and weight of the coffee on your tongue?
- [04.] **DESCRIBE** Now that you've smelled and tasted the coffee, think about how you would describe the experience. Describe the aroma, acidity, body and flavor? What food flavors or other experiences can you compare this sensation to?

# 08

## OUR COFFEE LINEUP

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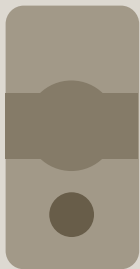
We meet the needs of our customers with several distinct product lines, letting us offer something relevant to everyone.



### CORE

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The constant foundation of our coffee offerings. Available all year, so that customers can always find their favorites and explore others.



### SEASONAL FAVORITES

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Some of our favorite coffees, each anticipated by our customers and each marking a favorite season or the holidays. We think of them as a gift that returns year after year, beautifully wrapped to complement the name and the occasion.



## STARBUCKS RESERVE®

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We spend a lot of time in origin countries searching for the finest coffees—ones with distinct flavors that enchant, amaze and captivate. But of the thousands we encounter, only a precious few are deemed exotic, rare and exquisite enough to become Starbucks Reserve® coffees.

### COFFEE PACKAGING

Starbucks uses FlavorLock™ technology on our whole bean packaging. The one-way valve lets coffee gasses out without letting oxygen in—so our roasters can package the coffee fresh directly after roasting. See the *Coffee and Tea Resource Manual* for more information on roasting and packaging of our coffee in all formats.

# 09

## STARBUCKS VIA® READY BREW

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Starbucks VIA® Ready Brew is a great cup of Starbucks® coffee that can be enjoyed wherever you are.

We start with the same high-quality, responsibly grown, ethically sourced, green *arabica* beans we use with all our coffee. The beans are roasted according to the specific Starbucks Roast profile. Next, the coffee is ground, brewed and then concentrated and dried.

Finally, “microground” coffee—created using a proprietary process—is added for body, flavor and aroma.

Starbucks VIA® dissolves in both hot and cold liquids, such as water or milk. It’s great for occasions when our customers don’t have the ability to brew a cup of coffee or don’t want to brew a whole pot.



# HOW TO MAKE STARBUCKS VIA®

## HOT

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[01.]



[02.]



8 fl oz.

[03.]



## ICED

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[01.]



or



16 fl oz  
cold water

[02.]



[03.]



[04.]



add milk  
to taste



CORE

BLONDE

MEDIUM

DARK

SEASONAL FAVORITES

STARBUCKS RESERVE®

OTHER

**STARBUCKS®**

# BLONDE

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Starbucks® Blonde roasted coffees have a shorter roast time, lighter body and mellow flavors.

STARBUCKS

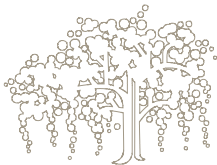
# BLONDE

## WILLOW BLEND™

and

## DECAF WILLOW BLEND™

*Bright & Clean*



### GROWING REGION



Multi-Region

### TASTING NOTES

LOW / LIGHT

HIGH / FULL

ACIDITY



BODY



ROAST



### PROCESSING

washed (wet)

### BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

### COMPLEMENTARY FLAVORS

citrus

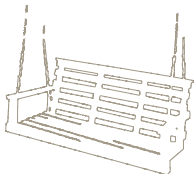


STARBUCKS

# BLONDE

## VERANDA BLEND™

*Mellow & Soft*



### GROWING REGION



Latin America

### PROCESSING

washed (wet)

### BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- STARBUCKS VIA®
- .....

### COMPLEMENTARY FLAVORS

milk chocolate, nuts

### TASTING NOTES

LOW / LIGHT

HIGH / FULL

ACIDITY



BODY



ROAST



# STARBUCKS® BLONDE

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---

## GROWING REGION



## TASTING NOTES

LOW / LIGHT      HIGH / FULL

ACIDITY     

BODY     

ROAST     

## PROCESSING

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## BREW METHOD

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DRIP BREWER

POUR-OVER

PRESS

CLOVER®

CUPPING

.....

.....

## COMPLEMENTARY FLAVORS

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# STARBUCKS® BLONDE

## GROWING REGION



## PROCESSING

## BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

## COMPLEMENTARY FLAVORS

## TASTING NOTES

LOW / LIGHT

HIGH / FULL

ACIDITY

BODY

ROAST

STARBUCKS®

# BLONDE

## GROWING REGION



## TASTING NOTES

LOW / LIGHT      HIGH / FULL

ACIDITY     

BODY     

ROAST     

## PROCESSING

## BREW METHOD

DRIP BREWER

POUR-OVER

PRESS

CLOVER®

CUPPING

.....

.....

## COMPLEMENTARY FLAVORS

# STARBUCKS® BLONDE

## GROWING REGION



## PROCESSING

## BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

## COMPLEMENTARY FLAVORS

## TASTING NOTES

LOW / LIGHT      HIGH / FULL

ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ROAST	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

STARBUCKS®

# BLONDE

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## GROWING REGION



## TASTING NOTES

LOW / LIGHT      HIGH / FULL

ACIDITY     

BODY     

ROAST     

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## PROCESSING

---

## BREW METHOD

DRIP BREWER

POUR-OVER

PRESS

CLOVER®

CUPPING

.....

.....

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## COMPLEMENTARY FLAVORS

# STARBUCKS® BLONDE

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## GROWING REGION



## PROCESSING

.....

.....

.....

## BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

## COMPLEMENTARY FLAVORS

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## TASTING NOTES

LOW / LIGHT      HIGH / FULL

ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ROAST	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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CORE

BLONDE

MEDIUM

DARK

SEASONAL FAVORITES

STARBUCKS RESERVE®

OTHER



**STARBUCKS®**  
**MEDIUM**

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Medium-roasted coffees are balanced with smooth and rich flavors.

STARBUCKS®

# MEDIUM HOUSE BLEND

*Lively & Balanced*



## GROWING REGION



Latin America

## PROCESSING

washed (wet)

## BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

## COMPLEMENTARY FLAVORS

nuts, apples,  
blueberries

## TASTING NOTES

LOW / LIGHT      HIGH / FULL

ACIDITY



BODY



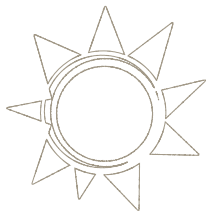
ROAST



STARBUCKS®

# MEDIUM BREAKFAST BLEND

*Crisp & Tangy*



## GROWING REGION



Latin America

## PROCESSING

washed (wet)

## BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- STARBUCKS VIA®
- .....

## COMPLEMENTARY FLAVORS

nuts, apples,  
blueberries, lemon

## TASTING NOTES

LOW / LIGHT

HIGH / FULL

ACIDITY



BODY



ROAST



STARBUCKS®

# MEDIUM

## GUATEMALA ANTIGUA

*Cocoa & Soft Spice*



### GROWING REGION



Latin America

### PROCESSING

washed (wet)

### BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

### COMPLEMENTARY FLAVORS

cocoa, apples,  
caramel, nuts

### TASTING NOTES

LOW / LIGHT      HIGH / FULL

ACIDITY	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
ROAST	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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STARBUCKS®

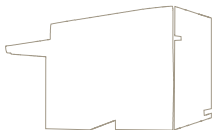
# MEDIUM

PIKE PLACE® ROAST

and

DECAF PIKE PLACE® ROAST

*Smooth & Balanced*



## GROWING REGION



Latin America

## PROCESSING

washed (wet)

## BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

## COMPLEMENTARY FLAVORS

chocolate,  
cinnamon, nuts

## TASTING NOTES

	LOW / LIGHT	HIGH / FULL			
ACIDITY	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
ROAST	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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STARBUCKS®  
**MEDIUM**  
ORGANIC  
YUKON BLEND®



*Hearty & Well-Rounded*

**GROWING REGION**



Multi-Region

**PROCESSING**

washed (wet)  
semi-washed

**BREW METHOD**

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

**COMPLEMENTARY FLAVORS**

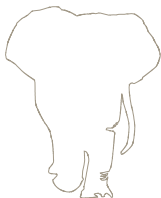
cinnamon, raisins,  
oatmeal, chocolate

**TASTING NOTES**

	LOW / LIGHT			HIGH / FULL	
ACIDITY	●	●	●	○	○
BODY	●	●	●	●	○
ROAST	●	●	●	○	○

STARBUCKS®  
**MEDIUM**  
**KENYA**

*Juicy & Complex*



**GROWING REGION**



**PROCESSING**

washed (wet)

**BREW METHOD**

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

**COMPLEMENTARY FLAVORS**

grapefruit, berries,  
currants, raisins,  
oranges

**TASTING NOTES**

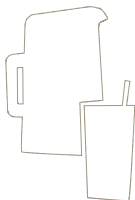
LOW / LIGHT      HIGH / FULL

ACIDITY	●	●	●	●	○
BODY	●	●	●	●	○
ROAST	●	●	◐	○	○

STARBUCKS®

# MEDIUM ICED COFFEE BLEND

*Crisp & Caramelly Smooth*



## GROWING REGION



Multi-region

## PROCESSING

washed (wet)

## BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- STARBUCKS VIA®
- .....

## COMPLEMENTARY FLAVORS

nuts, lemons,  
oranges

## TASTING NOTES

	LOW / LIGHT			HIGH / FULL	
ACIDITY	●	●	●	○	○
BODY	●	●	●	○	○
ROAST	●	●	○	○	○

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# MEDIUM

## GROWING REGION



## PROCESSING

## BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

## COMPLEMENTARY FLAVORS

## TASTING NOTES

LOW / LIGHT      HIGH / FULL

ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ROAST	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

STARBUCKS®

# MEDIUM

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**GROWING REGION**



---

**TASTING NOTES**

LOW / LIGHT      HIGH / FULL

ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ROAST	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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**PROCESSING**

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**BREW METHOD**

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

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**COMPLEMENTARY FLAVORS**

# STARBUCKS® MEDIUM

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## GROWING REGION



## PROCESSING

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## BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

## COMPLEMENTARY FLAVORS

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## TASTING NOTES

	LOW / LIGHT			HIGH / FULL	
ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ROAST	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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STARBUCKS®

# MEDIUM

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**GROWING REGION**



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**PROCESSING**

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**BREW METHOD**

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

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**COMPLEMENTARY FLAVORS**

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**TASTING NOTES**

	LOW / LIGHT			HIGH / FULL	
ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ROAST	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# STARBUCKS® MEDIUM

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## GROWING REGION



## PROCESSING

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## BREW METHOD

- DRIP BREWER
  - POUR-OVER
  - PRESS
  - CLOVER®
  - CUPPING
  - .....
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## COMPLEMENTARY FLAVORS

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## TASTING NOTES

	LOW / LIGHT			HIGH / FULL	
ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ROAST	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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STARBUCKS®

# MEDIUM

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**GROWING REGION**



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**TASTING NOTES**

LOW / LIGHT      HIGH / FULL

ACIDITY

BODY

ROAST

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**PROCESSING**

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**BREW METHOD**

DRIP BREWER

POUR-OVER

PRESS

CLOVER®

CUPPING

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**COMPLEMENTARY FLAVORS**

# STARBUCKS® MEDIUM

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## GROWING REGION



## PROCESSING

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## BREW METHOD

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- DRIP BREWER
  - POUR-OVER
  - PRESS
  - CLOVER®
  - CUPPING
  - .....
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## COMPLEMENTARY FLAVORS

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## TASTING NOTES

	LOW / LIGHT			HIGH / FULL	
ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ROAST	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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CORE

BLONDE

MEDIUM

DARK

SEASONAL FAVORITES

STARBUCKS RESERVE®

OTHER



**STARBUCKS®**  
**DARK**

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Darker-roasted coffees feature a fuller body and robust, bold flavors.

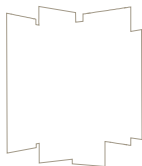
STARBUCKS®

# DARK

## GOLD COAST BLEND® –

### MORNING JOE EDITION

*Full-Bodied & Intense*



#### GROWING REGION



Multi-Region

#### TASTING NOTES

LOW / LIGHT      HIGH / FULL

ACIDITY	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
ROAST	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### PROCESSING

washed (wet)  
semi-washed

#### BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

#### COMPLEMENTARY FLAVORS

maple, chocolate,  
caramel, cheesecake

STARBUCKS®

# DARK KOMODO DRAGON BLEND®

*Cedary Spice & Herbs*



## GROWING REGION



Asia/Pacific

## PROCESSING

washed (wet)  
semi-washed

## BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

## COMPLEMENTARY FLAVORS

cinnamon, maple,  
buttery breads,  
pastries

## TASTING NOTES

	LOW / LIGHT		HIGH / FULL	
ACIDITY	●	●	○	○
BODY	●	●	●	○
ROAST	●	●	●	○

STARBUCKS®

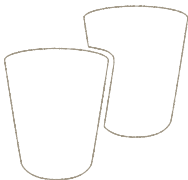
# DARK

## ESPRESSO ROAST

and

## DECAF ESPRESSO ROAST

*Rich & Caramelly*



### GROWING REGION



Multi-Region

### PROCESSING

washed (wet)

### BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

### COMPLEMENTARY FLAVORS

caramel, spices,  
chocolate, nuts

### TASTING NOTES

	LOW / LIGHT		HIGH / FULL		
ACIDITY	●	●	○	○	○
BODY	●	●	●	●	●
ROAST	●	●	●	●	○

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STARBUCKS®

# DARK

## FAIR TRADE CERTIFIED™ ITALIAN ROAST

*Roasty & Sweet*



### GROWING REGION



Multi-Region

### TASTING NOTES

LOW / LIGHT

HIGH / FULL

ACIDITY



BODY



ROAST



### PROCESSING

washed (wet)

### BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- STARBUCKS VIA®
- .....

### COMPLEMENTARY FLAVORS

chocolate,  
caramelized sugar,  
spices





STARBUCKS®

# DARK

## SUMATRA

and

## DECAF SUMATRA

*Earthy & Herbal*



### GROWING REGION



Asia/Pacific

### TASTING NOTES

LOW / LIGHT

HIGH / FULL

ACIDITY



BODY



ROAST



### PROCESSING

Semi-washed

### BREW METHOD

DRIP BREWER

POUR-OVER

PRESS

CLOVER®

CUPPING

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### COMPLEMENTARY FLAVORS

cinnamon, oatmeal,  
maple, butter, toffee,  
cheese





# STARBUCKS® DARK

## GROWING REGION



## PROCESSING

## BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

## COMPLEMENTARY FLAVORS

## TASTING NOTES

	LOW / LIGHT			HIGH / FULL	
ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ROAST	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# STARBUCKS® DARK

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## GROWING REGION



## PROCESSING

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## BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

## COMPLEMENTARY FLAVORS

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## TASTING NOTES

	LOW / LIGHT			HIGH / FULL	
ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ROAST	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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**STARBUCKS®**  
**DARK**

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**GROWING REGION**



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**PROCESSING**

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**BREW METHOD**

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

**TASTING NOTES**

	LOW / LIGHT			HIGH / FULL	
ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ROAST	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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**COMPLEMENTARY FLAVORS**

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# STARBUCKS® DARK

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## GROWING REGION



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## TASTING NOTES

	LOW / LIGHT			HIGH / FULL	
ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ROAST	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## PROCESSING

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## BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

## COMPLEMENTARY FLAVORS

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STARBUCKS®

# DARK

### GROWING REGION



### TASTING NOTES

LOW / LIGHT

HIGH / FULL

ACIDITY

BODY

ROAST

### PROCESSING

### BREW METHOD

DRIP BREWER

POUR-OVER

PRESS

CLOVER®

CUPPING

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### COMPLEMENTARY FLAVORS

**STARBUCKS®**  
**DARK**

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**GROWING REGION**



**PROCESSING**

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**BREW METHOD**

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

**COMPLEMENTARY FLAVORS**

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**TASTING NOTES**

	LOW / LIGHT			HIGH / FULL	
ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ROAST	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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# SEASONAL FAVORITES

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Some of our favorite coffees, each anticipated by our customers and each marking a favorite season or the holidays.

# SEASONAL FAVORITES

## GUATEMALA CASI CIELO®

*Cocoa & Lemon*

### GROWING REGION



Latin America

### TASTING NOTES

	LOW / LIGHT	HIGH / FULL
ACIDITY	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/>	<input type="radio"/> <input type="radio"/>
BODY	<input checked="" type="radio"/> <input checked="" type="radio"/> <input checked="" type="radio"/>	<input type="radio"/> <input type="radio"/>

### PROCESSING

washed (wet)

### BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

### COMPLEMENTARY FLAVORS

chocolate, nuts,  
caramel, berry, lemon,  
herbs, cheeses

# SEASONAL FAVORITES

## STARBUCKS® ANNIVERSARY BLEND

*Spicy & Herbal*

### GROWING REGION



### TASTING NOTES

	LOW / LIGHT		HIGH / FULL		
ACIDITY	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

### PROCESSING

washed (wet)  
semi-washed

### BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

### COMPLEMENTARY FLAVORS

maple, oats,  
cinnamon, butter

# SEASONAL FAVORITES

## STARBUCKS® CHRISTMAS BLEND

and

## DECAF STARBUCKS® CHRISTMAS BLEND

*Spicy*

### GROWING REGION



Multi-Region

### TASTING NOTES

LOW / LIGHT

HIGH / FULL

ACIDITY



BODY



### PROCESSING

washed (wet)

semi-washed

### BREW METHOD

DRIP BREWER

POUR-OVER

PRESS

CLOVER®

CUPPING

STARBUCKS VIA®

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### COMPLEMENTARY FLAVORS

ginger, orange,  
pumpkin, cinnamon,  
nutmeg, cloves

# SEASONAL FAVORITES

## STARBUCKS® CHRISTMAS BLEND ESPRESSO ROAST

*Dense & Spicy, Caramelly Sweet*

### GROWING REGION



### TASTING NOTES

LOW / LIGHT

HIGH / FULL

ACIDITY



BODY



### PROCESSING

washed (wet)  
semi-washed

### BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

### COMPLEMENTARY FLAVORS

ginger, orange,  
pumpkin, cinnamon,  
nutmeg, cloves

# SEASONAL FAVORITES

## STARBUCKS® THANKSGIVING BLEND

*Earthy & Herbal, Hints of Lemon*

### GROWING REGION



Multi-Region

### TASTING NOTES

LOW / LIGHT

HIGH / FULL

ACIDITY



BODY



### PROCESSING

washed (wet)

semi-washed

### BREW METHOD

DRIP BREWER

POUR-OVER

PRESS

CLOVER®

CUPPING

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### COMPLEMENTARY FLAVORS

savory herbs, sweet  
spices, cocoa

# SEASONAL FAVORITES

## THREE REGION BLEND

*Floral, Herbal, Lemon & Currant*

### GROWING REGION



### TASTING NOTES

	LOW / LIGHT	HIGH / FULL			
ACIDITY	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
BODY	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

### PROCESSING

washed (wet)

### BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

### COMPLEMENTARY FLAVORS

herbal, citrus,  
currant

# SEASONAL FAVORITES

STARBUCKS

## TRIBUTE BLEND™

*Spicy & Cherry*

### GROWING REGION



Multi-Region

### TASTING NOTES

	LOW / LIGHT		HIGH / FULL		
ACIDITY	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

### PROCESSING

washed (wet)  
semi-washed  
natural

### BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- STARBUCKS VIA®
- .....

### COMPLEMENTARY FLAVORS

berries, spices,  
chocolate



# SEASONAL FAVORITES

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## GROWING REGION



## TASTING NOTES

	LOW / LIGHT			HIGH / FULL	
ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## PROCESSING

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## BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

## COMPLEMENTARY FLAVORS

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# SEASONAL FAVORITES

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## GROWING REGION



## TASTING NOTES

LOW / LIGHT

HIGH / FULL

ACIDITY

BODY

## PROCESSING

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## BREW METHOD

DRIP BREWER

POUR-OVER

PRESS

CLOVER®

CUPPING

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## COMPLEMENTARY FLAVORS

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# SEASONAL FAVORITES

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## GROWING REGION



## TASTING NOTES

	LOW / LIGHT			HIGH / FULL	
ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## PROCESSING

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## BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

## COMPLEMENTARY FLAVORS

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# SEASONAL FAVORITES

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## GROWING REGION



## TASTING NOTES

LOW / LIGHT

HIGH / FULL

ACIDITY

BODY

## PROCESSING

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## BREW METHOD

DRIP BREWER

POUR-OVER

PRESS

CLOVER®

CUPPING

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## COMPLEMENTARY FLAVORS

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# SEASONAL FAVORITES

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## GROWING REGION



## TASTING NOTES

	LOW / LIGHT			HIGH / FULL	
ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## PROCESSING

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## BREW METHOD

- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

## COMPLEMENTARY FLAVORS

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# SEASONAL FAVORITES

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## GROWING REGION



## TASTING NOTES

LOW / LIGHT      HIGH / FULL

ACIDITY

BODY

## PROCESSING

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## BREW METHOD

DRIP BREWER

POUR-OVER

PRESS

CLOVER®

CUPPING

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## COMPLEMENTARY FLAVORS

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# SEASONAL FAVORITES

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## GROWING REGION



## TASTING NOTES

	LOW / LIGHT			HIGH / FULL	
ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## PROCESSING

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## BREW METHOD

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- DRIP BREWER
- POUR-OVER
- PRESS
- CLOVER®
- CUPPING
- .....
- .....

## COMPLEMENTARY FLAVORS

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# STARBUCKS RESERVE®

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Of the thousands of coffees we encounter around the world, only a precious few are deemed exotic, rare and exquisite enough to become Starbucks Reserve® coffees. We love them brewed on the Clover®—our preferred method for these special beans.



R.

# STARBUCKS RESERVE®



## GROWING REGION



## TASTING NOTES

	LOW / LIGHT		HIGH / FULL		
ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## PROCESSING

## BREW METHOD

- CLOVER®
- POUR-OVER
- PRESS
- BREWER
- CUPPING
- .....
- .....

## COMPLEMENTARY FLAVORS

# STARBUCKS RESERVE®

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R.

## GROWING REGION



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## TASTING NOTES

LOW / LIGHT

HIGH / FULL

ACIDITY

BODY

## PROCESSING

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## BREW METHOD

CLOVER®

POUR-OVER

PRESS

BREWER

CUPPING

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## COMPLEMENTARY FLAVORS

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# STARBUCKS RESERVE®



## GROWING REGION



## TASTING NOTES

	LOW / LIGHT			HIGH / FULL	
ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## PROCESSING

## BREW METHOD

- CLOVER®
- POUR-OVER
- PRESS
- BREWER
- CUPPING
- .....
- .....

## COMPLEMENTARY FLAVORS

# STARBUCKS RESERVE®

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R.

## GROWING REGION



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## TASTING NOTES

	LOW / LIGHT			HIGH / FULL	
ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## PROCESSING

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## BREW METHOD

- CLOVER®
- POUR-OVER
- PRESS
- BREWER
- CUPPING
- .....
- .....

## COMPLEMENTARY FLAVORS

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# STARBUCKS RESERVE®



## GROWING REGION



## TASTING NOTES

	LOW / LIGHT		HIGH / FULL		
ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## PROCESSING

## BREW METHOD

- CLOVER®
- POUR-OVER
- PRESS
- BREWER
- CUPPING
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## COMPLEMENTARY FLAVORS

# STARBUCKS RESERVE®

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## GROWING REGION



## TASTING NOTES

	LOW / LIGHT			HIGH / FULL	
ACIDITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BODY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## PROCESSING

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## BREW METHOD

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## PROCESSING

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R.

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## TASTING NOTES

LOW / LIGHT

HIGH / FULL

ACIDITY



BODY



## PROCESSING

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## BREW METHOD

CLOVER®

POUR-OVER

PRESS

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## COMPLEMENTARY FLAVORS

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## GROWING REGION



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	LOW / LIGHT		HIGH / FULL		
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## COMPLEMENTARY FLAVORS



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R.

## GROWING REGION



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## TASTING NOTES

LOW / LIGHT

HIGH / FULL

ACIDITY



BODY



## PROCESSING

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## BREW METHOD

CLOVER®

POUR-OVER

PRESS

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## COMPLEMENTARY FLAVORS

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# OTHER

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Part of your exploration and tasting should include coffees—both ours and those made by others—not listed in this guide. Use these pages to record your thoughts as you taste and compare.

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**GROWING REGION**



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**PROCESSING**

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**BREW METHOD**

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**COMPLEMENTARY FLAVORS**

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**COMPLEMENTARY FLAVORS**

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**GROWING REGION**



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**GROWING REGION**



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<b>ACIDITY</b>	The lively, palate-cleansing property characteristic of washed coffees grown at a high altitude.
<b>AGED COFFEE</b>	Certain coffees from the Asia/Pacific region benefit from prolonged storage prior to roasting. After aging for three to five years, these coffees develop a unique cedar-spice flavor and are used in select Starbucks blends, including Starbucks® Christmas Blend.
<b>ARABICA</b>	One of the two major commercially significant species of coffee. The only one purchased by Starbucks.
<b>AROMA</b>	The term used to describe the scent of the coffee.
<b>BALANCED</b>	A coffee that features a pleasant mix of flavor, acidity and body. No single characteristic dominates the cup.
<b>BERRY</b>	A flavor and aroma reminiscent of blackberries or blueberries. Some of the best coffees of East Africa have these characteristics.
<b>BITTER</b>	The basic taste sensation perceived primarily at the back of the tongue.
<b>BODY</b>	The feeling of weight or thickness of the coffee on your tongue.





<b>BRIGHT</b>	An assertive flavor with a tangy acidity perceived at the front of the mouth; denotes high quality and a high-altitude coffee farm.
<b>BUTTERY</b>	A smooth, rich flavor and texture found in some Indonesian coffees.
<b>CARAMELLELY</b>	A subtle sweetness, particularly in blends given a deep, dark roast.
<b>CITRUS</b>	An unmistakable lemon or grapefruit flavor note.
<b>CLEAN</b>	Coffees that leave little aftertaste.
<b>COCOA</b>	A texture and flavor reminiscent of unsweetened cocoa powder. It leaves a somewhat dry but very pleasant aftertaste in the mouth.
<b>COMPLEX</b>	A coffee with an array of flavors.
<b>CRISP</b>	A clean coffee with bright acidity.
<b>DARK ROAST</b>	Dark-roasted coffees feature a fuller body and robust, bold flavors.
<b>EARTHY</b>	Most often used to describe a flavor found in Indonesian coffees. Earthy flavors remind people of fresh mushrooms. Sumatra is one of these coffees and is Starbucks most popular single-origin offering.

<b>ELEGANT</b>	Coffees that have a luxurious mouthfeel and intriguing flavors.
<b>ESTATE</b>	A medium- to large-scale farm that usually has its own processing facility.
<b>EXOTIC</b>	Unusual aromas and flavor notes, such as floral, berry-like or spicy.
<b>FLAVOR</b>	How a coffee tastes or the overall impression a coffee leaves in your mouth.
<b>FLORAL</b>	A fresh, sweet aroma that is fleeting and delicate, but unmistakable.
<b>FRUITY</b>	Coffees that have a berry or tropical fruit-like flavor or aroma are referred to as being fruity. Kenya, Ethiopia Harrar <sup>™</sup> and Ethiopia Sidamo <sup>®</sup> are a few examples.
<b>FULL-BODIED</b>	A heavier texture. The weightier the coffee on the tongue, the more body it has.
<b>HERBAL</b>	The taste or aroma reminiscent of pungent herbs, like basil, oregano and other fine cooking herbs.
<b>INTENSE</b>	A singular, potent attribute, such as the earthiness of Sumatra or the smokiness of French Roast.
<b>JUICY</b>	The mouthfeel or sensation that causes you to salivate.







<b>LIGHT-BODIED</b>	Less weight on the tongue. A fleeting aftertaste.
<b>MEDIUM-BODIED</b>	A smooth, even texture, neither fleeting nor overwhelming.
<b>MEDIUM ROAST</b>	Medium-roasted coffees are balanced with smooth and rich flavors.
<b>MILD</b>	A coffee with approachable flavor characteristics.
<b>MOUTHFEEL</b>	The sensation or weight you feel inside your mouth when tasting coffee.
<b>NUTTY</b>	An enjoyable flavor reminiscent of walnuts, almonds, hazelnuts or other nuts.
<b>ROBUSTA</b>	One of the two major commercially significant species of coffee. Grown at lower altitudes than <i>arabicas</i> . The flavor is less refined, and caffeine content is higher.
<b>SMOKY</b>	The darker the roast, the smokier the aroma and flavor.
<b>SMOOTH</b>	A round, well-balanced coffee that leaves a pleasant mouthfeel.
<b>SOFT</b>	Coffees that are mild-flavored with low acidity.
<b>SPICY</b>	The aroma or flavor of a spice, from sweet to savory.



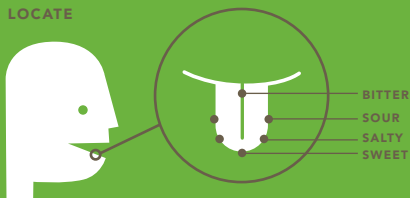
<b>SPARKLING</b>	This term describes a coffee with a bright acidity that dances on your tongue before it quickly dissipates.
<b>STALE</b>	Coffee that is exposed to oxygen for extended periods of time loses acidity and becomes flat and cardboard tasting. This is the taste of staleness.
<b>STARBUCKS® BLONDE ROAST</b>	Blonde-roasted coffees have a shorter roast time, lighter body and mellow flavors.
<b>SWEET</b>	A positive coffee description that is associated with a pleasant flavor and mouthfeel.
<b>SYRUPY</b>	A thick coffee with a lot of body that leaves a lingering aftertaste.
<b>TANGY</b>	A lingering acidity is often described as tangy.
<b>UMAMI</b> "oo-MA-mee"	Usually defined as a meaty, savory, satisfying taste. The savory taste of foods and the full, tongue-coating sensation they provide.
<b>WILD</b>	Exotic flavors with extreme characteristics.
<b>WINEY</b>	A taste similar to that of red wine or having a fruit quality.



## NOTES ON TASTE (see page 15)

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### [03.] LOCATE



## ALWAYS

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### BE KNOWLEDGEABLE

Whether you are new or have been here for years, there is always more to learn. Taste and learn to describe all of our coffees. Familiarize yourself with the information on sourcing, roasting and brewing. And refer to the *Coffee and Tea Resource Manual* for even more information.



### BE WELCOMING

Invite your team and your customers to coffee tastings. Have lively conversations about the coffees. Coffee is best enjoyed when shared with others.



### BE GENUINE

Connect with customers through conversations about your favorite coffee. Help them discover their favorites. Use the information on whole bean coffee packages to educate customers about our coffees and inspire them to set out on their own sensory journey.



@STARBUCKS



FACEBOOK.COM/STARBUCKS

