

6 Day Management, Marketing, and Advanced Barista Training Class

Day 1

- 8:30** Coffee and pastries
- 9:00** Developing an image and brand
- 10:00** Location selection discussions and options
- 10:30** Lease negotiation and terms
- 11:00** Concept discussion, design and budget
- 12:00** Break for lunch
- 1:00** Government bureaucracies and permitting
- 2:00** Marketing and promotional plans
- 3:00** Break
- 3:15** Developing training systems
- 4:00** Product selection and vendor contacts
- 4:30** Session ends

Day 2

- 8:30** Coffee and pastries
- 9:00** Menu development
- 10:00** Coffee product options and selection
- 11:00** Interviewing, hiring, insurance, orientation
- 12:00** Lunch
- 1:00** Merchandising/private labeling
- 2:15** Loss prevention
- 3:00** Break
- 3:15** Customer interaction - role play
- 4:00** How to train employees in drink preparation in the future
- 4:30** Session ends

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Day 3

8:30	Coffee and pastries
9:00	Overview of schedule
10:00	Equipment introduction and pricing evaluation
11:00	Pulling the perfect espresso shot
12:00	Lunch
1:00	Steaming and texturing milk
2:00	Gourmet drink preparation and hands-on practice
3:00	Break
3:15	Pouring lattes and proper espresso extraction
4:00	Espresso machine and equipment maintenance
4:30	Session ends

Day 4

8:30	Coffee and pastries
9:00	Review and test espresso extraction techniques
10:00	Hot drink preparation and introduction to flavor profiles
11:00	Iced drink preparation
12:00	Lunch
1:00	Overview of key recipes
2:00	Blended drink preparation
3:00	Break
3:15	Practice at each drink prep station
4:00	Non-coffee alternatives preparation
4:30	Session ends

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Day 5

8:30	Coffee and pastries
9:00	Morning drink preparation
10:00	Review and role play
11:00	Beginning latte art video
12:00	Lunch
1:00	Latte art demonstration and hands-on practice
3:00	Break
3:15	Combining drink prep skills to be an efficient barista
4:30	Session ends

Day 6

8:30	Coffee and pastries
9:00	Morning drink prep
9:45	View advanced barista training video
10:30	Advanced espresso tamping, grinding, and dosing
11:15	Advanced milk texturing and pouring
12:00	Lunch
1:00	Latte art and hands-on practice
2:30	Additional cafe products
3:30	Beginner's latte art competition
4:00	Closing questions and diplomas
4:30	Session ends