

# 5 Day Management, Marketing, and Advanced Barista Training Class

## Day 1

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

## Day 2

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

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## Day 3

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

## Day 4

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

# 5 Day Management, Marketing, and Advanced Barista Training Class

## Day 5

<b>8:30</b>	<b>Coffee and pastries</b>
<b>9:00</b>	<b>Morning drink preparation</b>
<b>10:00</b>	<b>Review and role play</b>
<b>11:00</b>	<b>Beginning latte art video</b>
<b>12:00</b>	<b>Lunch</b>
<b>1:00</b>	<b>Latte art demonstration and hands-on practice</b>
<b>3:00</b>	<b>Break</b>
<b>3:15</b>	<b>Advanced espresso tamping, grinding, and dosing</b>
<b>4:30</b>	<b>Session ends</b>

