

SECTION 1: Introduction to Coffee

What is Coffee?

Coffee is a brewed beverage made from roasted seeds of the *Coffea* plant, commonly referred to as coffee beans. These seeds are extracted from coffee cherries and processed before roasting and brewing.

► Coffee contains:

- Caffeine – a natural stimulant
- Acids – contribute to brightness and flavor
- Sugars – develop during roasting
- Oils – responsible for aroma and body

Coffee is not just a drink—it's a sensory experience involving taste, aroma, texture, and temperature.

Importance of Coffee in Global Culture

Coffee is one of the most consumed beverages in the world and plays a major role in:

- Social interactions (meetings, dates, networking)
- Work culture (focus and productivity)
- Lifestyle branding (cafés, specialty culture)

► Cultural Examples:

- Italy → Espresso culture (quick standing coffee)
- USA → Takeaway & flavored drinks
- India → Filter coffee (South India), growing café culture
- Middle East → Traditional Arabic coffee rituals



► Coffee as a Career

Coffee today is a multi-billion dollar industry with career opportunities like:

- Barista
- Head Barista / Trainer
- Coffee Roaster
- Café Owner
- Coffee Consultant
- Latte Artist / Competition Barista

► Types of Coffee Businesses

- Traditional Cafés – simple menu, local audience
- Specialty Coffee Shops – focus on quality, beans, brewing
- Coffee Chains – standardized experience (e.g., Starbucks-type model)
- Cloud Cafés – delivery-only coffee brands
- Mobile Coffee Vans – events, pop-ups

SECTION 2: History of Coffee

➤ Origin of Coffee (Ethiopia – Kaldi Story)

The most popular legend:

A goat herder named Kaldi noticed his goats becoming energetic after eating red cherries from a plant. This discovery led to the use of coffee.

Though legendary, Ethiopia is scientifically accepted as the origin of coffee.

➤ Coffee in Yemen & Arabia

- Coffee cultivation began in Yemen
- First brewed as a drink called “Qahwa”
- Coffee houses called “Qahveh Khaneh” became social hubs

Yemen made coffee a trade commodity

➤ Coffee in Europe

- Introduced in the 17th century
- Initially called “bitter invention of Satan” (controversial start)
- Later accepted and spread rapidly

Coffee houses became:

- Centers for intellectual discussion
- Known as “Penny Universities” in England.

➤ Coffee in India (Baba Budan Story)

- An Indian saint, Baba Budan, smuggled 7 coffee beans from Yemen
- Planted them in Chikmagalur (Karnataka)

This marked the beginning of Indian coffee cultivation

➤ Evolution of Coffee Culture

1st Wave:

- Mass production (instant coffee, basic consumption)

2nd Wave:

- Café culture rise (chains, espresso drinks)

3rd Wave:

- Specialty coffee
- Focus on:
 - Origin
 - Brewing methods
 - Flavor profiling

Today, we are in a specialty + experience-driven coffee era

SECTION 3: Coffee Plant & Beans

► Coffee Plant Anatomy

The coffee plant produces:

- Leaves
- Flowers (white, jasmine-like smell)
- Cherries (fruit containing beans)

Each cherry contains:

- 2 seeds (coffee beans)
- Surrounded by pulp, mucilage, parchment

► Types of Coffee Beans

Arabica (*Coffea Arabica*)

- 60–70% of global production
- Grown at higher altitudes
- Flavor:
 1. Smooth
 2. Sweet
 3. Complex
- Lower caffeine

Premium coffee category

Liberica (Rare)

- Unique smoky, woody taste
- Less common globally
- Larger beans

► Types of Coffee Beans

Coffee grows in the “Coffee Belt”:

- Between Tropic of Cancer & Capricorn

Major Regions:

- **Latin America** → Balanced, nutty
- **Africa** → Fruity, acidic
- **Asia (India, Indonesia)** → Earthy, spicy

► Factors Affecting Coffee Flavor

Altitude

- Higher altitude = slower growth = better flavor complexity

Climate

- Ideal temperature: 15–24°C
- Too hot = poor quality

Soil

- Rich volcanic soil = better nutrients

Rainfall

- Needed for growth cycle
- Impacts cherry development

SECTION 4: Coffee Processing Methods

Coffee processing is the method used to remove the outer layers of the coffee cherry to extract the beans.

- This stage has a major impact on flavor, sweetness, and body.

1. Washed Process (Wet Process)

Process:

- Cherries are harvested
- Outer skin removed using a pulping machine
- Beans fermented in water (12–72 hours)
- Washed and dried

Flavour profile:

1. Clean
2. Bright
3. acidity
4. Light body

Common in:

- Africa, Central America

2. Natural Process (Dry Process)

Process:

- Whole cherries are dried under the sun
- No removal of fruit initially
- After drying, outer layers are removed

Flavour profile:

1. Fruity
2. Sweet
3. Heavy
4. body

Common in:

- Ethiopia, Brazil

3. Honey Process (Semi-Washed)

Process:

- Skin removed but mucilage (sticky layer) is kept
- Beans dried with this layer intact

Types:

- a. Yellow
- b. Honey
- c. Red Honey
- d. Black Honey (more mucilage = more sweetness)

Flavour profile:

1. Balanced sweetness
2. Medium acidity
3. Smooth body

4. Experimental Processing

- Anaerobic fermentation (oxygen-free tanks)
- Carbonic maceration (wine-style fermentation)

Produces:

- Unique flavors (winey, funky, exotic)

SECTION 5: Coffee Roasting

Roasting transforms green coffee beans into aromatic brown beans.

► What Happens During Roasting?

- Water evaporates
- Sugars caramelize
- Oils develop
- Beans expand & crack

This is where flavor is created.

► Roasting Levels

☕ Light Roast

- Light brown
- High acidity
- Retains origin flavors

☞ Best for: Pour-over, specialty coffee

☕ Medium Roast

- Balanced flavor
- Medium acidity & body

☞ Most commonly used

☕ Dark Roast

- Dark brown / oily
- Bitter, smoky taste

☞ Used in strong espresso blends



► Roasting Stages

- Drying Stage
- First Crack (light roast stage)
- Development Stage
- Second Crack (dark roast stage)

► Storage of Roasted Beans


- Use airtight containers
- Avoid light, heat, moisture
- Best used within 2–4 weeks

SECTION 6: Coffee Grinding

Grinding controls how water extracts flavor from coffee.
Wrong grind = bad coffee, even with good beans.

► Types of Grind Size

Grind	Texture	Used For
Coarse	Sea salt	French
Medium	Sand	Pour
Fine	Powdery	Espresso



COFFEE GRIND CHART

► Why Grind Size Matters

- Coarse → Under-extraction (weak, sour)
- Fine → Over-extraction (bitter)

☞ Perfect grind = balanced extraction

► Burr vs Blade Grinder

Burr Grinder (Recommended)

1. Consistent grind
2. Better flavor extraction

Blade Grinder

1. Uneven grinding
2. Lower quality

► Fresh Grinding

- Grind just before brewing
- Coffee loses aroma quickly after grinding

SECTION 6: Equipment and Tools

The Coffee Grinder

Burr-Blade System – Procedure

We need to set the grinder blades correctly to ensure maximum extraction and flavor from the chosen coffee beans. The grinder should always be adjusted according to the brewing method and desired coffee texture.



The machine consists of a chamber, which is the holding compartment for the ground coffee. It also includes a dosing lever used to dispense the desired amount of ground coffee into the portafilter.

Every morning before serving coffee, the grinder should be adjusted to the required texture — finer or coarser grind size — depending on the brewing method.

It is always best to grind coffee beans only a few moments before brewing to preserve freshness, aroma, and flavor.





Standard Grinding Procedure

1. Inspect the Grinder

Ensure the grinder is clean, properly assembled, and free from any foreign objects or old coffee residue. Check that the hopper is securely locked in place.

2. Fill the Hopper

Remove the hopper lid and fill the hopper with fresh coffee beans. Replace the lid securely to maintain bean freshness.

3. Adjust Grind Size

Set the grinder to the appropriate grind size according to the brewing method:

- Fine grind – Espresso
- Medium grind – Pour Over / Drip Coffee
- Coarse grind – French Press

Adjust the grinder carefully using the grind adjustment knob or collar.

4. Activate the Grinder

Switch on the grinder and allow the machine to run smoothly. For manual blade grinders, use short pulse bursts to prevent overheating the coffee grounds.

5. Dose the Coffee

Place the portafilter beneath the dosing chamber or grinder chute. Use the dosing lever or automatic dosing system to dispense the required amount of ground coffee into the portafilter.

6. Check the Dose

Continue dosing until the correct coffee quantity is achieved, forming a slight mound above the portafilter basket if required for espresso preparation.

7. Level and Distribute

Evenly distribute the coffee grounds in the portafilter to ensure consistent extraction during brewing.

8. Clean the Workstation

Switch off the grinder after use. Brush away excess coffee grounds and clean the grinder area, dosing chamber, and workstation to maintain hygiene and equipment performance.

Important Points

- Grind coffee only when required for brewing.
- Always match the grind size to the brewing method.
- Avoid overheating the coffee during grinding.
- Never allow foreign objects to enter the grinder, as this may damage the burrs.
- Regular cleaning and maintenance improve grinder efficiency and coffee quality.

SECTION 7

Cleaning and Care Procedure for Espresso Machine

Proper cleaning and maintenance of espresso equipment are essential to ensure beverage quality, machine performance, hygiene, and equipment longevity. Regular cleaning prevents coffee oil buildup, milk residue contamination, and mineral deposits that can affect extraction and flavor.



Daily Cleaning Procedure

1. Switch Off and Inspect the Machine

Before cleaning, ensure the machine is switched off when necessary and inspect all components for cleanliness and proper condition.

2. Clean the Group Head

- Remove the portafilter from the group head.
- Flush hot water through the group head to remove coffee residue.
- Use a group head cleaning brush to clean the gasket and shower screen.
- Perform backflushing using a blind filter and approved espresso machine cleaning powder where applicable.

3. Clean the Portafilter and Filter Basket

- Remove used coffee grounds immediately after extraction.
- Wash the portafilter and filter basket with warm water.
- Soak in espresso cleaning solution if heavy coffee oil buildup is present.
- Rinse thoroughly before reuse.

4. Purge and Clean the Steam Wand

- Purge the steam wand before and after every use to remove milk residue.
- Wipe the steam wand with a clean, damp cloth immediately after steaming milk.
- Soak steam tips regularly in warm water and cleaning solution to prevent blockage.

5. Clean the Drip Tray

- Remove and empty the drip tray.
- Wash with warm water and mild detergent.
- Dry thoroughly before placing it back into the machine.

6. Clean the Grinder

- Empty remaining coffee beans from the hopper when required.
- Brush away coffee particles from the burrs and dosing chamber.
- Wipe the hopper with a clean, dry cloth.
- Avoid using water inside the grinder mechanism.

7. Clean Exterior Surfaces

- Wipe all machine surfaces with a soft damp cloth.
- Polish stainless steel surfaces if necessary.
- Keep the workstation clean and organized at all times.

Weekly Maintenance Procedure

1. Deep Clean the Group Head

Perform a complete backflush using espresso machine detergent according to manufacturer guidelines.

2. Clean Grinder Burrs

Remove coffee residue and oils from grinder burrs using a grinder brush or grinder cleaning pellets.

3. Check Water Filters

Inspect water filtration systems and replace filters when required to reduce mineral buildup.

Monthly Maintenance Procedure

1. Descale the Machine

Remove mineral deposits and scale buildup from boilers and internal components using approved descaling products.

2. Inspect Machine Components

Check seals, gaskets, steam wands, pressure gauges, and water lines for wear or leakage.

Important Care Guidelines

- Always follow manufacturer instructions for cleaning and maintenance.
- Never use abrasive cleaning tools that may damage machine surfaces.
- Clean equipment regularly to maintain coffee quality and hygiene standards.
- Use only approved cleaning chemicals for espresso equipment.
- Proper maintenance extends equipment lifespan and ensures consistent beverage preparation.

SECTION 8: Tools of the Espresso Machine

Espresso preparation requires specialized equipment and tools to ensure precision, consistency, and high beverage quality. Understanding the function of each tool is essential for every professional barista.



1. Group Head

The group head is the section of the espresso machine where hot water is forced through the coffee grounds under pressure. It holds the portafilter during extraction and plays a vital role in maintaining brewing temperature and consistency.

2. Portafilter

The portafilter is a handled metal filter holder used to contain ground coffee during espresso extraction. It locks securely into the group head and is available in single, double, or bottomless styles.

3. Filter Basket

The filter basket fits inside the portafilter and holds the ground coffee. Different basket sizes are used depending on the espresso dose required.

4. Steam Wand

The steam wand is used to steam and texture milk for beverages such as cappuccinos, lattes, and flat whites. It injects steam into milk to create microfoam and achieve the desired milk texture.

5. Hot Water Wand

The hot water wand dispenses hot water for preparing beverages such as Americanos, teas, and for warming cups.

6. Boiler

The boiler heats water within the espresso machine and maintains stable brewing and steaming temperatures.

7. Pressure Gauge

The pressure gauge monitors the internal pressure of the espresso machine during extraction and steaming processes.

8. Drip Tray

The drip tray collects excess water, coffee spills, and waste during operation. It should be cleaned regularly to maintain hygiene.

9. Water Reservoir

The water reservoir stores fresh water used for brewing espresso and steaming milk.

10. Control Panel

The control panel contains switches, buttons, or digital controls used to operate brewing functions, temperature settings, and steam controls.

Essential Barista Tools

1. Coffee Grinder

A grinder is used to grind coffee beans to the appropriate particle size for espresso extraction. Burr grinders are preferred for their consistency and precision.

2. Tamper

A tamper is used to compress and level the coffee grounds evenly inside the portafilter basket to ensure proper extraction.

3. Knock Box

A knock box is used to dispose of used coffee grounds safely and efficiently after extraction.

4. Milk Pitcher

A stainless steel milk pitcher is used for steaming and pouring milk during beverage preparation and latte art.

5. Thermometer

A thermometer helps monitor milk temperature during steaming to achieve ideal texture and sweetness.

6. Distribution Tool

A distribution tool evenly spreads coffee grounds in the portafilter before tamping, improving extraction consistency.

7. Cleaning Brush

A cleaning brush is used to remove coffee residue from the group head and grinder components.

8. Blind Filter

A blind filter is used for backflushing and cleaning the espresso machine group head.

Importance of Espresso Machine Tools

Proper use and maintenance of espresso equipment ensure:

- Consistent espresso extraction
- Improved beverage quality
- Better workflow efficiency
- Equipment longevity
- Professional hygiene standards

A skilled barista must understand both the function and care of every espresso machine tool to deliver high-quality coffee beverages consistently.

SECTION 9: Back Flushing – Cleaning and Care for the Espresso Machine

Back flushing is an essential cleaning procedure used to maintain the cleanliness and performance of an espresso machine. It removes coffee oils, residue, and buildup from the group head, shower screen, solenoid valve, and internal brewing components. Regular back flushing ensures consistent espresso extraction, proper machine hygiene, and extended equipment lifespan.

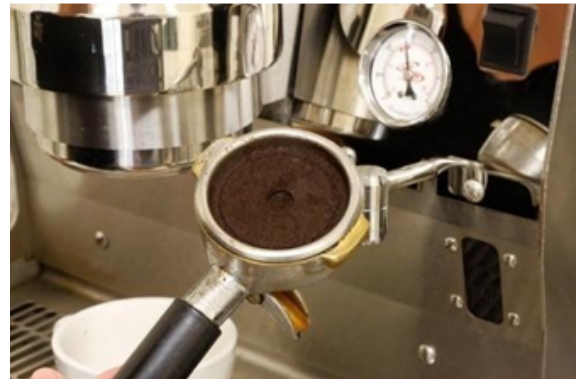


Purpose of Back Flushing

- Removes accumulated coffee oils and residue
- Maintains optimal espresso flavor and aroma
- Prevents blockages within the group head system
- Improves extraction consistency and water flow
- Extends the life of espresso machine components
- Maintains professional hygiene standards

Equipment Required

- Blind filter basket (backflush disc)
- Espresso machine cleaning detergent
- Group head cleaning brush
- Clean cloth or towel
- Warm water



Daily Water Back Flush Procedure

Step 1 – Prepare the Machine

Ensure the espresso machine is operating at normal brewing temperature.

Step 2 – Insert the Blind Filter

Place the blind filter basket into the portafilter.

Step 3 – Lock the Portafilter

Insert and lock the portafilter securely into the group head.

Step 4 – Start the Brewing Cycle

Activate the brew button for approximately 5–10 seconds, allowing pressure to build inside the group head.

Step 5 – Release Pressure

Stop the brewing cycle. Pressure and water will discharge into the drip tray, carrying away coffee residue.

Step 6 – Repeat the Process

Repeat the flushing cycle 4–5 times using clean water.

Step 7 – Clean the Portafilter

Remove and rinse the portafilter and blind filter thoroughly.

Chemical Back Flush Procedure

Step 1 – Add Cleaning Detergent

Place a small amount of approved espresso machine cleaning powder into the blind filter basket.

Step 2 – Lock the Portafilter

Insert the portafilter into the group head securely.

Step 3 – Run Cleaning Cycles

Activate the brew cycle for 5–10 seconds, then stop for 5–10 seconds. Repeat this process several times to allow the detergent to clean internal components.

Step 4 – Rinse Thoroughly

Remove the portafilter and rinse completely. Perform multiple water back flush cycles to remove all detergent residue from the machine.

Step 5 – Final Cleaning

Flush water through the group head and wipe clean using a damp cloth.

Important Care Guidelines

- Back flush the espresso machine daily for optimal performance.
- Use only manufacturer-approved cleaning detergents.
- Never leave detergent residue inside the machine.
- Clean the group head gasket and shower screen regularly.
- Always maintain a clean workstation and equipment area.

Professional Barista Standards

A professional barista must maintain espresso equipment with proper cleaning procedures to ensure:

- Consistent beverage quality
- Food safety and hygiene compliance
- Reliable machine performance
- Enhanced customer experience
- Long-term equipment durability

Proper back flushing is a fundamental part of espresso machine maintenance and an essential responsibility in professional coffee service.

SECTION 7: Water & Its Importance

Coffee is 98% water, so quality matters massively.

► Ideal Water for Coffee

- Clean, odorless
- Balanced minerals

Key Parameters:

- TDS (Total Dissolved Solids): 75–150 ppm
- pH: Around 7 (neutral)

► Effects of Water on Coffee

- Too hard water → dull taste
- Too soft water → flat taste
- ☞ Good water = better extraction

SECTION 8: Brewing Methods

► Manual Brewing Methods

1. French Press

Steps:

1. Add coarse coffee
2. Pour hot water
3. Wait 4 minutes
4. Press & serve

☞ Full-bodied coffee



2. Pour Over (V60 / Chemex)

Key Points:

- Controlled pouring
- Blooming stage important
- ☞ Clean, flavorful coffee

3. AeroPress

- Fast brewing
- Pressure-based extraction
- ☞ Versatile & travel-friendly

4. Cold Brew

- Brewed in cold water (12–24 hours)
- ☞ Smooth, low acidity

➤ Espresso Brewing (Core Barista Skill)

What is Espresso?

- Concentrated coffee brewed under pressure

➤ Espresso Parameters (Golden Rule)

- Dose: 18–20g
- Yield: 36–40g
- Time: 25–30 seconds

☞ Known as **1:2 ratio**

➤ Dialing in Espresso

Adjust:

- Grind size
- Dose
- Extraction time

☞ Goal: Perfect balance (not too sour, not too bitter)



SECTION 9: Milk Science & Frothing

➤ Composition of Milk

Milk is made of:

- Water (~87%)
- Fat → creaminess, texture
- Protein (Casein + Whey) → foam stability
- Lactose (Sugar) → sweetness when heated

☞ The balance of these elements determines how well milk froths.

➤ Types of Milk

🥛 Dairy Milk

- Full Cream → best for latte art (rich texture)
- Toned/Low Fat → lighter foam
- Skim Milk → more foam, less creaminess

🌿 Plant-Based Milk

- Almond Milk
- Soy Milk
- Oat Milk (best alternative for baristas)

☞ Oat milk is closest to dairy in texture.

► What is Microfoam?

Microfoam = tiny, silky bubbles created by proper steaming.

- ✓ Smooth
- ✓ Glossy
- ✓ Paint-like texture
- ☛ Required for latte art.



► Milk Steaming Technique

Step-by-Step:

1. Fill pitcher (up to spout level)
2. Purge steam wand
3. Insert wand just below surface
4. Create “paper tearing sound” (stretching phase)
5. Submerge wand (texturing phase)
6. Stop at 55–65°C

☛ Too hot = burnt taste

► Common Mistakes

- Big bubbles ✗
- Overheating ✗
- No texture ✗

☛ Fix: Practice control + positioning

SECTION 10: Latte Art

► Basics of Latte Art

Latte art is created by:

- Espresso crema
- Microfoam milk
- Controlled pouring

► Foundation Skills

- Cup angle
- Pour height control
- Wrist movement



Basic Designs

♥ Heart



☞ Easiest for beginners

🌿 Rosetta



☞ Requires side-to-side motion

Basic Designs

Tulip



 Layered pouring technique

► Advanced concepts


- Etching vs Free Pour
- Multi-layer patterns
- Competition-style designs

SECTION 11: Coffee Recipes

► Espresso-Based Drinks

Espresso

- 18–20g coffee
- 36–40g yield
- 25–30 sec

 Strong & concentrated

Americano

- 1 shot espresso
- Add hot water
- ☞ Smooth, less intense

Cappuccino

- 1/3 Espresso
- 1/3 Steamed milk
- 1/3 Foam



Latte

- 1 shot espresso
- More milk
- Thin microfoam

Mocha

- Espresso
- Chocolate syrup
- Milk

Flat White

- Double espresso
- Thin microfoam
- ☞ Stronger than latte

Macchiato

- Espresso + small milk foam

Latte

- 1 shot espresso
- More milk
- Thin microfoam

➤ Iced Coffee Recipes

Iced Latte

Ice + milk + espresso

Iced Americano

Ice + water + espresso

Cold Brew

Coarse coffee + cold water (12–24 hrs)

➤ Flavored Coffee

- Vanilla Latte
- Caramel Latte
- Hazelnut Latte
- ☞ Add syrup (10–20 ml)

➤ Non-Coffee Café Drinks

- Hot Chocolate
- Matcha Latte
- Chai Latte
- ☞ Important for menu expansion

SECTION 12: Coffee Tasting & Sensory Skills

► What is Cupping?

Standard method to evaluate coffee quality.

► Key Taste Factors

- Aroma → smell
- Acidity → brightness
- Body → mouthfeel
- Aftertaste → finish

► Flavor Wheel

Helps identify flavors like:

- Fruity
- Nutty
- Chocolatey
- Floral

► Identifying Defects

Helps identify flavors like:

- Sour → under-extracted
- Bitter → over-extracted
- Flat → poor beans

SECTION 13: Hygiene & Maintenance

► Daily Cleaning

- Clean steam wand after every use
- Flush group head
- Wipe surfaces

► Weekly Cleaning

- Backflush espresso machine
- Clean grinder

► Monthly Maintenance

- Deep clean machine
- Descale if needed

► Hygiene Rules

- Clean uniform
- Washed hands
- No cross-contamination
- ☞ Hygiene = trust + quality

SECTION 14: Barista Skills & Workflow

➤ Workflow Behind the Bar

- Order → Grind → Brew → Serve

☛ Speed + accuracy

➤ Time Management

- Multitasking (milk + espresso together)
- Avoid delays

➤ Customer Interaction

- Smile & greet
- Suggest drinks
- Handle complaints calmly

➤ Professional Behavior

- Confidence
- Clean workspace
- Consistency

SECTION 15: Café Operations

➤ Menu Design

A well-designed menu should be:

- Simple (avoid too many items)
- Balanced (coffee + non-coffee options)
- Profitable (high-margin items highlighted)

Menu Structure:

- Espresso-Based Drinks
 - Iced Beverages
 - Specialty/Signature Drinks
 - Non-Coffee Options
 - Add-ons (flavors, extra shots)
- ☛ Use psychology pricing (₹199 instead of ₹200)

► Costing & Pricing

- Espresso-Based Drinks
- Iced Beverages
- Specialty/Signature Drinks
- Non-Coffee Options
- Add-ons (flavors, extra shots)
- ☛ Use psychology pricing (₹199 instead of ₹200)

Basic Formula:

Selling Price = Cost × 2.5 to 3

Example:

- Coffee cost = ₹30
- Selling price = ₹90–₹120
- ☛ Maintain at least 60–70% margin

► Inventory Management

- Track:
 - Beans
 - Milk
 - Syrups
 - Cups & lids

Tips:

- FIFO method (First In First Out)
- Avoid overstocking
- Daily usage tracking

► Waste Control

- Reduce milk wastage
- Measure coffee doses properly
- Track spoiled items
- ☛ Waste = loss of profit

► POS (Point of Sale) Basics

- Billing system
- Order tracking
- Sales reports

☛ Helps in:

- Understanding best-selling items
- Managing staff performance

SECTION 16: Business & Career Growth

▶ Becoming a Professional Barista

Steps:

1. Learn fundamentals
2. Practice daily
3. Work in a café
4. Master speed + consistency

▶ Certifications & Competitions

- Specialty Coffee certifications
- Barista competitions

☛ Builds credibility + exposure

▶ Opening Your Own Café

Step-by-Step:

1. Concept (theme, target audience)
2. Location selection
3. Equipment setup
4. Staff hiring
5. Menu creation
6. Marketing launch

▶ Branding & Social Media

Platforms:

- Instagram
- Facebook
- Google Reviews

Content Ideas:

- Latte art videos
 - Behind-the-scenes
 - Customer reactions
 - Aesthetic coffee shots
- ☛ Consistency = growth

SECTION 17: Advanced Coffee Knowledge

► Third Wave Coffee Culture

Focus on:

- Quality
- Origin
- Brewing precision
- Customer experience

☛ Coffee becomes an art + science

► Single Origin vs Blends

Single Origin

- From one region
- Unique flavor

Blend

- From one region
- Unique flavor

► Direct Trade & Sustainability

- Farmers paid fairly
- Ethical sourcing
- Environmental impact
- ☛ Important for modern coffee brands

► Specialty Coffee Association (SCA) Basics

- Sets global coffee standards
- Training & certification programs
- Defines specialty coffee grading

SECTION 18: Practical Training Section

► Brewing Practice Exercises

- Make espresso repeatedly
- Adjust grind size
- Observe taste changes

► Dialing-In Practice

- Change:
 - Dose
 - Grind
 - Time
- ☛ Goal: perfect extraction

► Latte Art Practice

- Start with heart
- Move to rosetta
- Practice daily

► Common Mistakes & Fixes

Problem	Cause	Solution
Sour coffee	Under extraction	Finer grind
Bitter coffee	Over extraction	Coarser grind
Weak coffee	Low dose	Increase coffee

► Barista Daily Checklist

Opening:

- Clean machine
- Check stock
- Calibrate grinder

During Shift:

- Maintain hygiene
- Serve consistently

Closing:

- Deep clean
- Stock check
- Waste record

SECTION 19: Barista Setup (Complete Guide)

1. Introduction to Café Setup

A Barista Café Setup means arranging everything needed to prepare and serve coffee efficiently. It includes machines, tools, furniture, and workspace design.

A good setup helps:

- Work faster 🕒
- Maintain quality ☕
- Improve customer experience 😊
- Keep the workspace clean and organized

2. Types of Café Setups

- ◆ a) **Takeaway Café**
 - Small space
 - Focus on quick service
 - Limited seating
- ◆ b) **Dine-in Café**
 - Seating arrangement
 - Comfortable ambience
 - Longer customer stay
- ◆ c) **Specialty Coffee Shop**
 - Premium beans & brewing
 - Skilled baristas
 - Focus on quality
- ◆ d) **Mobile Café (Coffee Van)**
 - Portable setup
 - Used in events, streets



3. Essential Equipment for Café Setup

☕ Main Equipment

- Espresso Machine – Heart of the café
- Coffee Grinder – Fresh grinding of beans
- Coffee Brewer – For filter coffee (French Press, Pour-over)

🔧 Barista Tools

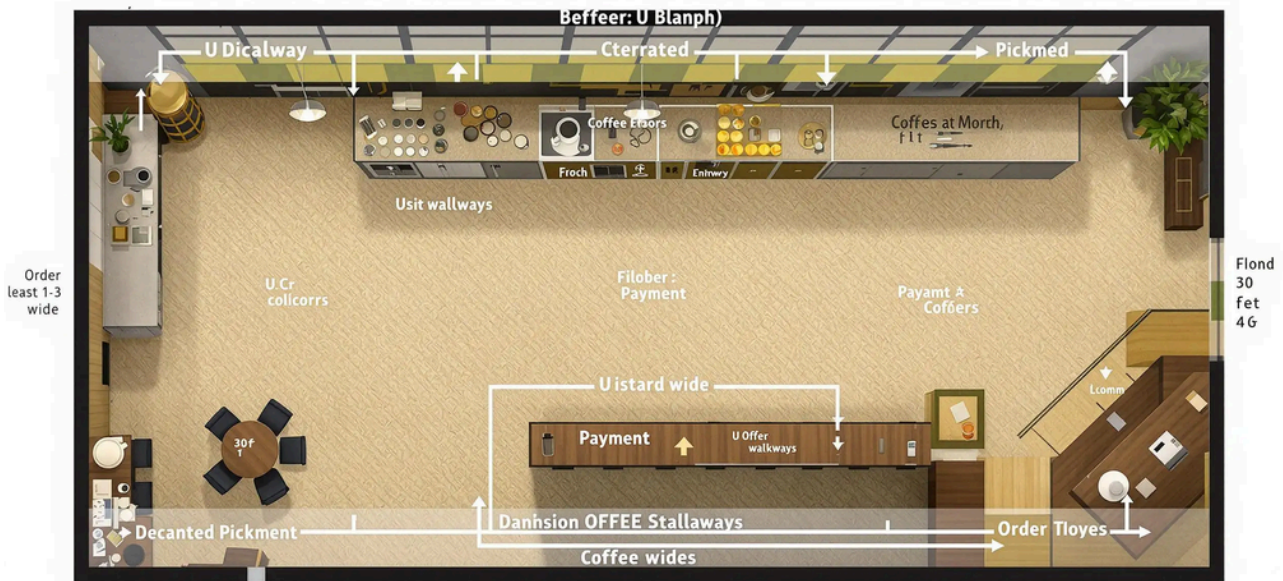
- Portafilter
- Tamper
- Milk pitcher
- Thermometer
- Knock box

❄ Storage Equipment

- Refrigerator (for milk & syrups)
- Airtight containers (for beans)

4. Café Layout & Workflow

A proper layout ensures smooth work.



🔄 Basic Workflow:

1. Order Taking
2. Grinding Coffee
3. Brewing / Espresso Extraction
4. Milk Frothing
5. Serving

🧠 Tip:

Keep everything in sequence to save time and avoid confusion.

5. Counter Setup (Barista Station)

🌱 Ideal Counter Arrangement:

- Left: Grinder
- Center: Espresso Machine
- Right: Milk Station

✓ Important Points:

- Easy reach of tools
- Clean and dry surface
- Proper lighting



6. Menu Planning for Café

☕ Basic Coffee Menu:

- Espresso
- Americano
- Cappuccino
- Latte
- Mocha

❄️ Cold Beverages:

- Iced Latte
- Cold Coffee
- Frappes

+ Add-ons:

- Flavored syrups
- Extra shots
- Plant-based milk

Here are some Menu references for you,



FLAIR MANIA
BARISTA ACADEMY

COFFEE MENU

Espresso (Single/Double)	80 / 120
Americano (Hot/Iced)	120
Cappuccino	150
Latte	160
Mocha (Chocolate Coffee)	180
Caramel Latte	190
Vanilla Latte	190

Contact:
Website: www.flairmania.com
Address: Antariksh Tower, Pune station road, pune.

Cafe

FMBA CAFE



Espresso

Coffee beans (Arabica/
Robusta blend),
Water

120



Americano

Espresso shot,
Hot water

120



Cappuccino

Espresso, Steamed milk,
Milk foam

150



Latte

Espresso, Steamed milk,
Light foam

160



Mocha

Espresso, Chocolate syrup,
Milk, Whipped cream

180



Caramel Latte

Espresso, Milk,
Flavoured syrup

190



Matcha Menu



Pure Matcha

89.-



Matcha Latte

99.-



Matcha Cream
Latte

99.-



Dirty Matcha
Latte

109.-



Coconut Matcha

109.-



Yuzu Matcha

119.-



Matcha Frappe

129.-



Strawberry
Matcha

159.-

www.flairmania.com

+91 8822887766

7. Hygiene & Maintenance

Daily Cleaning:

- Clean espresso machine
- Wash tools after use
- Wipe counters

Important:

- Use fresh milk only
- Store beans properly
- Maintain personal hygiene

8. Cost & Budget Planning

Basic Investment Includes:

- Machines (₹50,000 – ₹2,00,000+)
- Interior & furniture
- Raw materials
- Rent & utilities

Tip:

- Start small and upgrade gradually.

9. Customer Experience & Ambience



🎯 Focus Areas:

- Comfortable seating
- Good lighting
- Music & vibe
- Friendly service

10. Pro Tips for Students

- ✓ Practice daily on machines
- ✓ Learn speed + accuracy
- ✓ Understand coffee beans
- ✓ Focus on presentation (Latte art)
- ✓ Always maintain consistency

🎯 Conclusion

A good café setup is not just about machines — it's about workflow, cleanliness, and customer experience. If designed properly, even a small café can look premium and perform efficiently.

☕ Coffee Measurements

1. Introduction to Coffee Measurement

Coffee measurement is very important to maintain taste, strength, and consistency.

It mainly depends on:

- Brewing method
- Coffee-to-water ratio
- Personal taste preference


☞ A small change in measurement can completely change the flavor.





2. Standard Coffee Brewing Ratios

How Much Coffee Do I Need?

A quick reference for drip coffee based on a 1:17 ratio.



Cups of Coffee	Coffee		Water	
	Grams	Tablespoons	Ounces	Milliliters
1	10	2	6	170
2	20	4	12	340
4	40	8	24	680
6	60	12	36	1020
8	80	16	48	1360
10	100	20	60	1700
12	120	24	72	2040


Golden Ratio (SCAA Guideline)

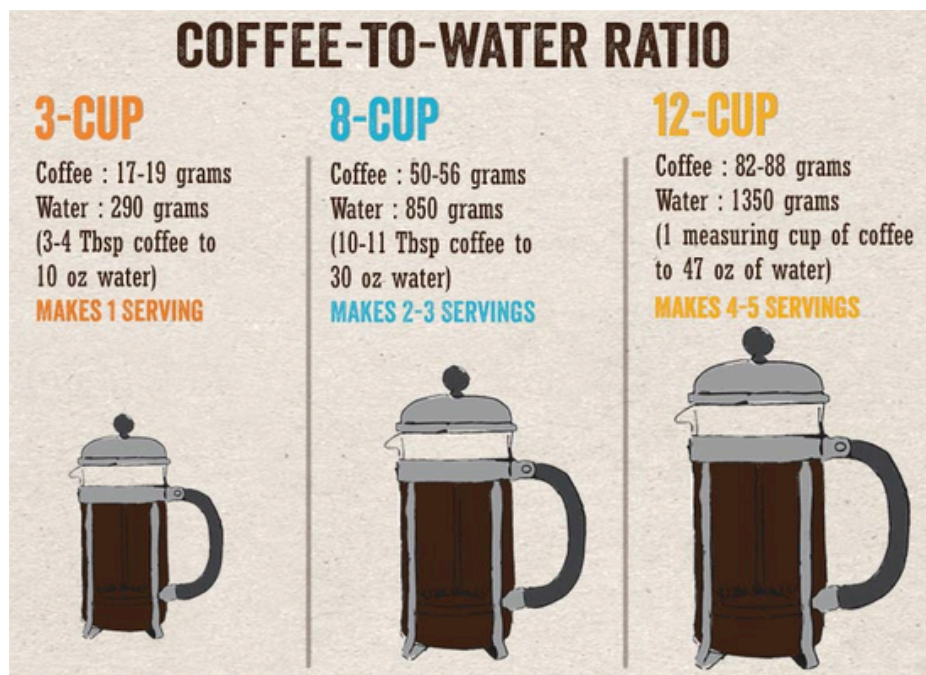
- Standard ratio: 1:15 to 1:18 (coffee : water)
- Meaning:
 - 1 gram coffee = 15–18 ml water

☛ This is the most balanced and widely used ratio in cafés.

Household Measurement

- 1 tablespoon coffee \approx 5–6 grams
 - 1 standard cup = 150–180 ml
- ☛ Useful for beginners without weighing scale.

3. Brewing Measurements by Method



☕ Common Brewing Standards:

Method	Coffee	Water	Ratio
Espresso	7–10 g	25–30 ml	1:2 – 1:3
Americano	7–10 g	120–150 ml	1:15 – 1:18
French Press	30 g	500 ml	1:16
Pour Over (V60)	15 g	250 ml	1:16
Cold Brew (Concentrate)	100 g	1 liter	1:10
Moka Pot	15–20 g	150–200 ml	1:7 – 1:10

☞ Each method needs a different ratio for best taste.

4. Understanding Caffeine Content

Caffeine level depends on:

☞ Coffee Bean Type

Arabica → ~1.2% caffeine

Robusta → ~2.2% caffeine (almost double)



☞ Roast Level

- Light roast → Slightly more caffeine
- Dark roast → Slightly less caffeine but stronger taste

5. Caffeine by Drink (Average)

Drink (1 cup = 240 ml)	Caffeine
Brewed Coffee	95–120 mg
Espresso (30 ml)	60–80 mg
Americano	60–80 mg
Cold Brew	150–250 mg
Instant Coffee	60–90 mg
Decaf Coffee	2–5 mg

☛ Cold brew usually has the highest caffeine.

6. Important Barista Tips

- ✓ Always use a digital scale for accuracy
- ✓ Follow correct ratios for consistency
- ✓ Adjust ratio based on taste preference
- ✓ Fresh grind = better flavor
- ✓ Practice different brew methods

7. Safety & Daily Intake

- Safe caffeine limit (adults) → Up to 400 mg/day
 - Pregnant women → Max 200 mg/day
- ☛ Too much caffeine can cause restlessness and sleep issues.

🎯 Conclusion

Coffee measurement is the foundation of great coffee.

Perfect balance of coffee and water ensures:

- Better taste ☕
- Consistency 🎯
- Professional quality 100

☕ Kopi Luwak (World's Most Unique Coffee)

1. Introduction to Kopi Luwak

Kopi Luwak is one of the rarest and most expensive coffees in the world.

It is famous because of its unique production process involving an animal called the civet.

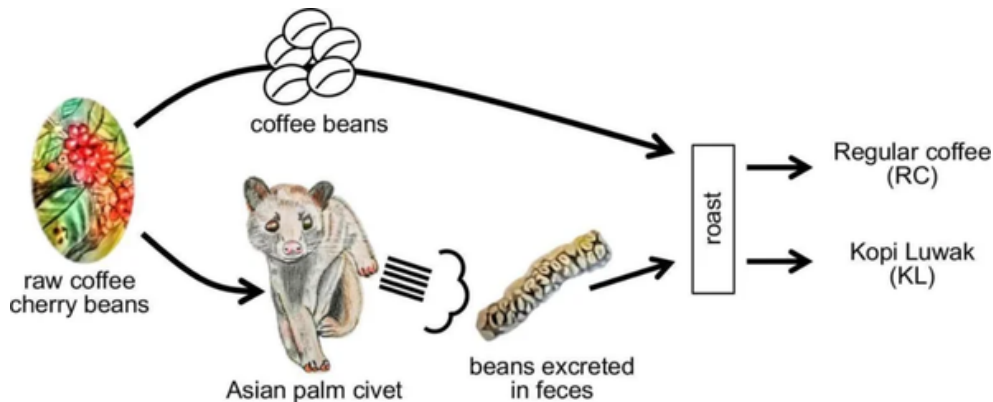
👉 Origin: Indonesia (Sumatra, Java, Bali)



2. What is Kopi Luwak?

- “Kopi” = Coffee
- “Luwak” = Asian Palm Civet (a small animal)
- 👉 It is coffee made from beans that are:
 - Eaten by the civet
 - Naturally fermented inside its digestive system
 - Collected from its droppings
 - Cleaned, roasted, and brewed

3. How Kopi Luwak is Made (Process)



🔄 Step-by-Step Process:

1. Selection of Cherries
 - Civets choose the ripest coffee cherries
2. Digestion & Fermentation
 - Beans ferment inside the civet's stomach
 - Enzymes change the flavor
3. Excretion
 - Beans are passed naturally
4. Collection & Cleaning
 - Farmers collect and wash beans properly
5. Drying & Roasting
 - Beans are dried and roasted like normal coffee

4. Taste Profile of Kopi Luwak

- Kopi Luwak is known for its smooth and less bitter taste.
- 🍵 Flavor Notes:
 - Low acidity
 - Smooth body
 - Chocolate-like taste
 - Earthy & rich aroma

👉 It is less harsh compared to regular coffee.

5. Why is Kopi Luwak So Expensive?

💰 Reasons:

- Rare production method
- Limited availability
- Manual collection process
- High global demand

👉 It is often called a luxury coffee.

6. Ethical Concerns

💰 Reasons:

- Rare production method
- Limited availability
- Manual collection process
- High global demand
- ☞ It is often called a luxury coffee.

⚠️ Important Issue:

- Some producers keep civets in cages, which is unethical.

✅ Better Choice:

- Look for “Wild” or “Ethically Sourced” Kopi Luwak
- ☞ As a barista, always promote responsible sourcing.

7. Is Kopi Luwak Worth It?

👍 Pros:

- Unique process
- Smooth taste
- Premium experience

👎 Cons:

- Very expensive
- Ethical concerns
- Sometimes overhyped

8. Interesting Facts

- ✨ One of the most expensive coffees globally
- ✨ Popular among coffee collectors
- ✨ Fermentation reduces bitterness
- ✨ Not commonly used in everyday cafés

9. Barista Knowledge Tip

- ☞ Kopi Luwak is more about story & rarity than daily consumption.

A good barista should:

- Educate customers about it
- Explain ethical sourcing
- Suggest alternatives if needed

Conclusion

Kopi Luwak is a unique combination of nature and coffee processing.

It teaches baristas that:

- Coffee quality depends on processing
- Storytelling adds value
- Ethics matter in the coffee industry