

Starbucks Reserve™ Roastery Milano Fact Sheet: Customer Experience & Design

Coffee Authenticity

Starbucks stores serve as a third place, inspiring moments of connection around the world. The highly anticipated Starbucks Reserve Roastery in Milan is the crown jewel of Starbucks global retail footprint – a place where Italian customers can come to discover the art and science of coffee in a breath-taking environment that is both an homage to the city of Milan and a celebration of everything Starbucks has learned about coffee in its 47-year history. Created to bring customers closer to coffee than ever before, each aspect of the Roastery was chosen with intention, handcrafted to reflect the journey of coffee – from the moment the farmer picks the cherry to when it is poured into the cup. The coffee roasting process takes centre stage against an open, transparent space that encourages customers to explore their environment, moments of discovery that encourage curiosity.

Inspiring Coffee Curiosity

The Milan Roastery provides customers unprecedented visibility to all aspects of the roasting process, with a 360-degree walk-around view of the manufacturing site.

- ★ Green coffee beans are unloaded on the shop floor and then transported through clear tubes to the Scolari Roaster
- ★ Roasted beans are delivered via copper symphony pipes to a café bar where a barista will handcraft the perfect beverage on guests' brew method of choice
- ★ The inspiration for the Roastery's design was the intersection of heritage and innovation. Located in the city that inspired the iconic *Starbucks Experience*, the Milan Roastery celebrates everything Starbucks has learned about coffee. It's also an innovation center that will develop the coffee beverages of tomorrow
- ★ The Main Bar embodies this contrast, where customers can find familiar espresso beverages brewed on a classic, Italian-made Simonelli machine – alongside a range of innovative brewing formats like the Siphon and Chemex
- ★ The transparent packing machine behind the roaster offers customers the opportunity to watch coffee that won't be brewed in the Roastery packaged for distribution across Europe
- ★ A green Solari Board, made just outside of Milan, with mechanical flaps displays what's currently roasting and by whom, in addition to buyer's notes and stories about the origin of the bean

Coffee, Food, Aperitivo & Merchandise

- ★ Many Starbucks Reserve™ coffees are available for purchase immediately after cooling from the roaster, scoopable by the ounce or brewed on Clover, Pour-Over, Coffee Press, Chemex, Siphon or Cold Brew.

ART IN THE DETAILS

The Two Sirens: The Roastery features full-size statues of the Starbucks Siren – the symbol of Starbucks steeped in classical lore. One, hewn from marble, greets customers on the patio, and the other, cast in bronze, sits inside.

Bronze Cask: The centrepiece of the Milan Roastery, this 6.5-meter (22-foot) feat of construction will occasionally and dramatically unfold like a blooming flower, allowing a rare glimpse inside the de-gassing chamber – a natural part of the roasting process

Marble Bars: In a nod to the marble bars that feature prominently in espresso bars across Milan, the Roastery is the first Starbucks in the world to use marble in its bar tops. All bars were carved from the same block of marble, sourced from the world-famous quarries of Tuscany

Palladiana Floors: The mosaiced floor of the Roastery is handcrafted in the Palladiana style, a historic technique particular to Northern Italy. Hand-laid by local artisans, each stone used reflects a mix of marble and pattern unique to the project

- ★ Exclusive specialty espresso beverages handcrafted to order, coffee flights and Starbucks Reserve Pantheon Blend, a blend available only at Starbucks Reserve Roasteries.
- ★ Freshly baked breads, Italian pastries, pizza al taglio and other specialties by iconic Milanese baker Rocco Princi. The menu of delicious artisan food – made from the freshest ingredients – will evolve daily with a bespoke offering suited to the time of day.
- ★ Inspired by the Italian aperitivo – social cocktails paired with small delicacies in the early evening hours – the Milan Roastery will be the first Starbucks location to feature an Arriviamo™ Bar. Located on the mezzanine at the top of a sweeping staircase, Arriviamo is a destination for a carefully crafted cocktail experience.
- ★ A carefully curated collection of brewing equipment, Roastery-exclusive merchandise and inspiring finds from some of Italy's leading designers and artisans.

Augmented Reality (AR) & Digital Experiences

Throughout the Roastery, the physical retail environment is complemented by an interactive augmented reality (AR) experience, encouraging customers to use their mobile devices to uncover more about Starbucks Reserve coffees, the roasting process and the company. The centerpiece of the AR experience is a floor-to-ceiling, wall-to-wall visual representation of Starbucks history and its coffee – engraved in brass by local craftsmen, burnished to an ombre finish and backlit to bring warmth to the story. To experience the Roastery's full AR experience, customers can download the Starbucks Reserve Milano app via iTunes or Google Play.