



INTRODUCING
WE PROUDLY SERVE
STARBUCKS



ELEVATE YOUR BEVERAGE OFFER

The Starbucks brand mission strives to “Inspire and nurture the human spirit - one person, one cup and one neighbourhood at a time.” Harnessing the unique brand values that define ‘Starbucks’, the mission is fulfilled through delivery of a beverage experience that consumers have come to know and love.

With *We Proudly Serve Starbucks*, you can elevate your beverage offer, delivering the Starbucks mission, attracting consumers and increasing revenue.



A person wearing a red long-sleeved shirt, blue jeans, and a tan baseball cap is walking away from the camera through a coffee plantation. The rows of coffee bushes are lush green with some red cherries visible. The background shows a hilly landscape with more trees.

SUPPORTING FARMERS AND THE PLANET

Starbucks is committed to 100% ethically sourced coffee, produced in line with its Coffee and Farmer Equity (C.A.F.E.) Practice guidelines. Over one million farmers are supported through initiatives such as farmer support centres, loan programmes, access to credit, forest conservation and the provision of rust-resistant coffee trees – creating a better future for farmers and the environment.

We believe sustainability today is the foundation of a better tomorrow and our commitments include the removal of plastic straws from our offer, discounts for the use of reusable cups and the launch of fully recyclable cups.

SOLUTIONS TAILORED TO YOUR BUSINESS

Whether you're looking for a barista-served offer for your café or a self-serve solution for the office – our innovative programmes are tailored to your customer needs and footfall.

Coffee is at the heart of everything we do and all *We Proudly Serve* Starbucks coffee is created with the same 100% Arabica beans as Starbucks stores.



SERVED SOLUTIONS

We will train your baristas to serve the perfect Starbucks beverages from espresso-based classics such as cappuccino and caffè latte – to iced beverages, hot chocolate drinks and specialities.

Our Short, Tall and Grande solutions provide you with a range of options that offer everything from a streamlined range of core beverages to an extensive selection of hot and cold drinks. Choose a solution with the products, equipment and support you need for your business.



SELF-SERVE SOLUTIONS

Extend the *We Proudly Serve Starbucks* experience to your non-catered locations with our premium self-serve solutions. Designed with the iconic look and feel of Starbucks and equipped with the latest user-friendly espresso technology, you can offer a wide selection of our most popular beverages made with fresh beans and real milk. Our self-serve solutions are available as both counter-top and freestanding modular units to suit different environments.

Payment options include free-vend or cashless payment.



A MENU TO MAXIMISE DAYPARTS

All our served and self-serve beverages are made using authentic Starbucks recipes and your menu will be focused on a range of drinks to help you maximise all dayparts.

- ★ Espresso-based classics
- ★ Iced coffees
- ★ Hot chocolate drinks
- ★ Seasonal specialities



BRAND STANDARDS AND COFFEE EXPERTISE

From Starbucks brand values to coffee knowledge and preparation skills, our *We Proudly Serve* Starbucks trainers will give your team the confidence they need to create perfect Starbucks beverages. On-site launch training, innovative training videos and e-communications, category insights and brand audits are just some of the ongoing activities we will provide to support your business.



MODULAR BRANDING *for maximum* IMPACT

- ★ Inspired by Starbucks retail stores.
- ★ Focus on campaign communications.
- ★ Menu boards and display units adapt to different spaces.
- ★ Three size formats reflect different drinks ranges.
- ★ Easy to install, with interchangeable lightweight panels.



JOIN US FOR COFFEE

We believe the best way to find out more about *We Proudly Serve Starbucks* is to experience our delicious range of beverages first-hand.

Call or email us to arrange a time and location to suit you.

Tel: +852 2859 6480

Email: NestleProfessionalHK.enquiry@hk.nestle.com





RANGE OF COFFEE MACHINES

	BUNN Single TF	FRANKE A300 MS EC W3	FRANKE A300 MS EC W4	FRANKE A400 FM CM
DIMENSION (W/D/H)	Machine: 307 x 577 x 907mm BUNN 3L Lever Action Airpot: 178 x 235 x 362 mm 5.7L TF Server: 236 x 330 x 577 mm	613 x 587 x 545 mm	540 x 587 x 545 mm	610 x 600 x 744mm
WEIGHT (NET)	32.9kg	45kg		62kg
CUP SIZE	Short / Tall	Short		Short / Tall / Grande (2 out of 3)
BEAN HOPPER(S)	N/A	1 x 500g		1 x 1.2kg
POWDER HOPPER(S)	Single Dispenser	1		
NO. OF GRINDERS	N/A	1		
MILK FRIDGE	N/A	5L		
CLEAN SYSTEM	N/A	Automatic		
MANUFACTURED IN	China	Switzerland		
WATER PRESSURE	N/A	2 – 4 Bar		
WATER SUPPLY	Direct water supply	Water Tank	Direct water supply / Connect with barreled water	
DISPLAY	N/A	Touch Screen		
POWER	220–240V; 50–60Hz; 3180–3780W	220–240V; 50–60Hz; 2100–2300W		220–240V; 1LNPE; 50/60Hz; 2400–2800W
RECOMMENDED CHANNEL(S)	Hotel Banquet, Convention Centre, Airport Lounge	Office, Clubhouse, Business & Institutions		Airport Lounge, Hotel, Business & Institutions

OUR COFFEE ALIGNED WITH STARBUCKS® RETAIL STORES OFFERING CUSTOMERS IMPORTANT CHOICE

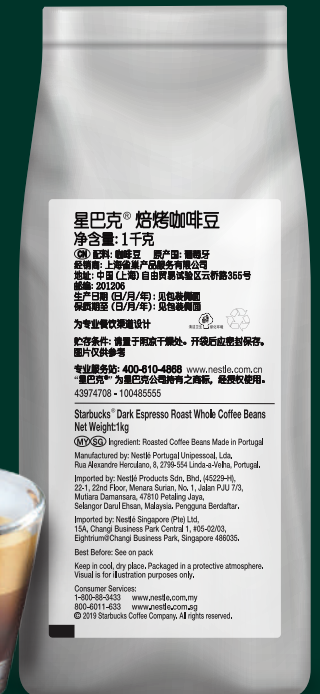
STARBUCKS® Caffè Verona Ground Coffee

- ★ **Packaging:** 6 x 200g
- ★ **Manufactured in:** Vietnam
- ★ **Ex-factory Shelf-life:** 7 month
- ★ **Roasting Level:** Dark Roast
- ★ **Body:** Full-bodied
- ★ **Coffee Beans Origin:** Latin American and Asia Pacific
- ★ **Special Notes:** Dark Chocolate
- ★ **Species:** 100% Arabica Coffee Bean



STARBUCKS® Espresso Roast Coffee Bean

- ★ **Packaging:** 6 x 1kg
- ★ **Manufactured in:** Vietnam
- ★ **Ex-factory Shelf-life:** 1 Year
- ★ **Roasting Level:** Dark Roast
- ★ **Body:** Intense and Full-bodied
- ★ **Coffee Beans Origin:** Latin American
- ★ **Special Notes:** Caramel, Chocolate, Spices and Nuts
- ★ **Species:** 100% Arabica Coffee Bean



BRANDING KIT DETAIL

SELF-SERVE PROGRAMMES (COUNTER TOP)

SHORT

CUPS PER DAY: UP TO 60

MACHINE

- FRANKE A300 MS EC W3
- FRANKE A300 MS EC W4
- FRANKE A400 FM CM

BRANDING



TALL

CUPS PER DAY: 60 TO 120

MACHINE

- FRANKE A400 FM CM

BRANDING



BRANDING KIT DETAIL

SELF-SERVE PROGRAMMES (FURNITURE)

SHORT

CUPS PER DAY: UP TO 60

MACHINE

- FRANKE A300 MS EC W3
- FRANKE A300 MS EC W4
- FRANKE A400 FM CM

BRANDING



TALL

CUPS PER DAY: 60 TO 120

MACHINE

- FRANKE A400 FM CM

BRANDING



BRANDING KIT DETAIL

SERVED PROGRAMMES

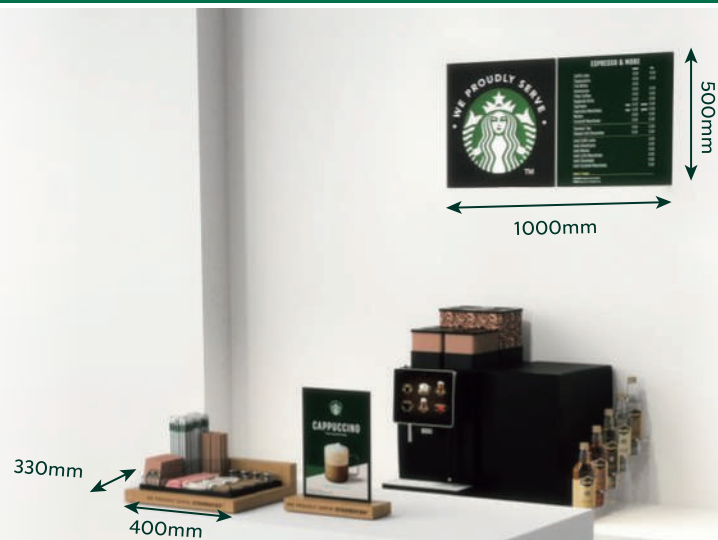
SHORT

CUPS PER DAY: UP TO 80

MACHINE

- FRANKE A300 MS EC W3
- FRANKE A300 MS EC W4
- FRANKE A400 FM CM

BRANDING



TALL

CUPS PER DAY: 80 TO 140

MACHINE

- FRANKE A400 FM CM

BRANDING



BRANDING KIT DETAIL

BREWED PROGRAMMES

SHORT

CUPS PER DAY: UP TO 40

MACHINE

- BUNN Single TF – Serve with BUNN 3L Lever Action Airpot

BRANDING



TALL

CUPS PER DAY: 40+

MACHINE

- BUNN Single TF – Serve with BUNN 5.7L TF Server

BRANDING



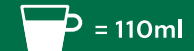
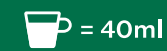
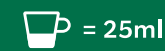


Starbucks® by Nespresso®

Packing: 10 caps x 12 sleeves/cs

Origin: Switzerland

Ex-Factory Shelf Life: 12 mths



ESPRESSO ROAST

Rich & caramelly notes



Intense, caramelly sweet and perfect with steamed milk. The intensity level of this coffee is 11, a dark roast



BLONDE ESPRESSO ROAST

Smooth & sweet



Delivering a softer, more balanced espresso taste with sweet, vibrant notes. The intensity level of this coffee is 6, a Starbucks Blonde roast



COLOMBIA

Balanced with nutty notes



A smooth coffee with a signature nutty flavor. The intensity level of this coffee is 7, a medium roast



HOUSE BLEND

Rich & lively notes



Body and flavor are all in balance—with tastes of nuts and cocoa brought out by the roast. The intensity level of this coffee is 8, a medium roast



DECAF ESPRESSO ROAST

Rich & caramelly notes



Intense, caramelly sweet and perfect with steamed milk. The intensity level of this coffee is 11, a dark roast

Starbucks® by NESCAFÉ® Dolce Gusto®

Packing: 12 caps x 3 boxes/cs

Origin: UK

Ex-Factory Shelf Life: 12 mths



VERANDA BLEND™ AMERICANO



Mellow & cocoa notes

Intensity ●●●●●●○○○○○

ESPRESSO ROAST



Rich & caramelly notes

Intensity ●●●●●●●●●●○



E-payment/ Membership System

Self-serve with e-payment/
membership system is now available for
option. With the connection of NFC
device, consumers can enjoy Starbucks
coffee anytime with the same quality as
in-store. The device also supports
membership recognition which
especially fits for hotels and clubhouses.

Consumers can choose from either
rental or profit sharing model. Contact
us for more!





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