



# STAFF PRESENTATION & CUSTOMER ENGAGEMENT

## Pro TIPS

### FROM WORKING CHEFS AND OPERATORS ON HOW THEY ELEVATE COFFEE AND TEA—

Use their insights as inspiration to turn everyday pours into memorable moments.

#### BUILD STAFF EXCITEMENT

1.

If your barista lights up about a new drink, guests will want to try it too. Energy is contagious.

#### MERCH WHERE IT MATTERS

2.

Put cold brew taps or tea displays where people can see them. Front of house is your best billboard.

#### ROTATE DISPLAYS

3.

Change up visuals weekly—boards, signage, or featured drinks—to keep regulars intrigued.



"The way you serve it is just as important as how you brew it. Presentation is part of the flavor."

— Chef Cristiane Pereira, Mulata Kitchen & Coffee



## WHY IT Matters

Front-of-house presentation turns the “everyday cup” into an experience guests remember. Pair Red Diamond’s consistent quality with thoughtful displays and service touches to elevate perception and drive repeat visits.



## WHY RED DIAMOND

For more than five generations, Red Diamond has perfected the craft of coffee and tea. We're more than a supplier—we're your partner in building beverage programs that inspire patrons and simplify operations.

### CRAFTED *Quality*

Every bean and leaf is sourced, roasted, and blended with over 100 years of passion and tradition—so operators can serve perfection in every cup.

### SMART *Insights*

We dig into the data and track the trends, so you don't have to—bringing you fresh ideas that connect with what your guests really want.

### TAILORED *Partnership*

From beverage innovation to staff training tips, we collaborate to make your beverage program more efficient, more profitable, and more memorable.



At Red Diamond, we are driven by an obsession to provide a world-class coffee and tea experience. Since 1906, the cornerstone of our company has been our commitment to unparalleled quality, innovation and customer service. Expect Perfection.

*The*  
medium  
*to use*  
for your next  
work of  
art

