



The art of coffee + tea

# STAFF EDUCATION & DIVERSIFYING OFFERINGS

## 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.

#### TEACH THE WHY

1.

When staff know the story behind a coffee or tea, they sell it better—and with passion.

#### THINK DAYPARTS

2.

Cold brew in the morning, hot tea with dinner—drinks should evolve with the clock.

#### CROSS-TRAIN SMARTLY

3.

Train more than one person on your beverage program. Flexibility saves headaches when shifts change.



"Your team is your menu's best storyteller. Teach them the why behind each beverage, and sales follow naturally."

— Erik Baylis, Baylis Hospitality



## WHY IT Matters

Staff who understand beverage value create better guest experiences. Diversifying offerings across dayparts ensures operators unlock new revenue streams without reinventing operations.