



Experiencing Flavor in Coffee

Discussion Guide

Discussion Guides provide a way to reflect, continue learning, and share insights about the content viewed in videos. This guide focuses on the *Experiencing Flavor in Coffee* video which gives learners an introduction to how Starbucks Coffee Developers approach developing roasted coffee flavor profiles. Keep exploring Starbucks Coffee Academy and share this video with others. You can also learn more about individual coffees at traceability.starbucks.com

Instructions/tips for individual use

- Pour a cup of coffee and plan to watch the *Experiencing Flavor in Coffee* video two times. Don't worry about taking notes the first time you watch it.
- Take notes the second time you view the video.

Instructions/tips for group use

- Share the video as part of a coffee tasting. We recommend tasting two different hot coffees with different tasting notes.
- Use this guide to start the conversation.
- Be prepared to share something that inspired you or that you learned from the video.



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Foundational Questions

- What did you learn about flavor in coffee from this video? Were you surprised by anything?
- What are the flavor categories that show up in coffee?
- What flavors are you able to pick out when tasting coffees?
- What will you share with friends, customers, or fellow baristas about flavors in coffee?

Additional Questions

- How would you describe our approach to developing coffee flavor profiles to a customer?
- How would you describe the impact roast has on flavor?
- What are you curious to learn more about?

Notes

