



# Journey of the Bean

## 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 Journey of the Bean video which gives learners an introduction to the people and the work behind our coffees. You play a vital role in the Journey of the Bean! Share this video and keep exploring at [StarbucksCoffeeAcademy.com](https://StarbucksCoffeeAcademy.com). You can also follow the journey that your roasted coffee has taken at [traceability.starbucks.com](https://traceability.starbucks.com)

### Instructions/tips for individual use

- Pour a cup of coffee and plan to watch the Journey of the Bean 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.
- Use the questions in this guide to start the conversation.
- Be prepared to share something that inspired you or that you learned from the video.



# COFFEE ACADEMY

## Foundational Questions

- How is the journey of coffee from farm to cup similar or different than what you expected?
- What inspired you and what are you curious to learn more about?
- What is your role in the Journey of the Bean?
- What happens when a quality step is missed in the Journey of the Bean (i.e. not following the Four Fundamentals of Brewing)?
- What are some ways you can ensure the quality of our coffee is maintained in your store?

## Additional Questions

- How can you bring the same passion and care to our coffee as the people in the video?
- How does the Journey of the Bean deepen your connection to the people in the supply chain of our coffee and your role in it?
- How does the Journey of the Bean demonstrate us living our Mission and Values?
- How will you share what you've learned with fellow baristas and customers?

## Notes

