



Sights & Sounds of Roasting

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 Sights and Sounds of Roasting which gives learners an introduction to the roasting process. 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 Sights & Sounds of Roasting 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 coffees from different roast categories.
- 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 roasting from this video? Were you surprised by anything?
- Why do we have roast categories (Blonde, Medium, Dark)?
- Which roast category is your favorite?
- What will you share with friends, customers, or fellow baristas about coffee roasting?

Additional Questions

- How would you describe the Starbucks Roast to a customer?
- How would you describe the transformation of a green bean to roasted coffee?
- What are you curious to learn more about?

Roasting coffee is part art, part science. The art of roasting allows our roasters to create flavor; science is leveraged to ensure consistency. Tasting and comparing coffees from each roast category will help you learn more about the Starbucks Roast philosophy.

Notes

