

# BREW

By The Drink Cabinet



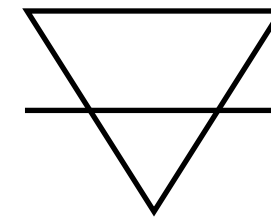


# ABOUT **BREW**

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Driving increased profits through positive customer experiences







# CORE INSIGHT



"The explosion and demand for premium espresso coffee and growing expectations surrounding quality and customer service means the pressure on baristas and venues has never been greater".







# THE PROSPECTUS

*Building fresh perspectives  
around espresso processes and  
positive customer experiences*

Our range of modules cover everything from a perfect set up to pack down and everything in between. With a great balance of practical hands on tuition with theoretical reasoning we believe this is the best coffee training and customer service program in the Australian market.



# PROSPECTUS

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1

## Extraction

Extraction is arguably the most important and least understood aspect of coffee brewing. It defines the flavour of the coffee and has the most variables in the process of coffee making.

3

## Latte Art

How to enhance flavour and increase positive perceptions through professional presentation. We look at texturing, splitting, pitcher control and pouring.

5

## Theories and principles

A theoretical and structured understanding of customer experiences. We look into verbal and non verbal communication techniques, self regulation and attitudes.

2

## Milk

Milk coffee's make up 80% of orders in the Australian market. We teach temperature control, texturing, wastage control and how different milk products react to heat.

4

## Detailing and correct cleaning

Creating the pristine environment for the brewing process in order to enhance the quality and result. We go through backflushing, end of day mandatories and proper maintenance.

6

## Competition & assesment

This drives attention and focus for the attendees. Working against ones peers, helps shape technique and exposes any missed learnings which can then be refined and polished.





# SAY HELLO!

Contact us anytime - we look forward to hearing from you.

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