



OVERVIEW

Starbucks Carts are mobile units that act as a temporary store while the existing store location is temporarily closed (i.e., for a remodel). While your store is closed, customers will be able to continue to enjoy their favorite food and beverages and connect with baristas in the Starbucks Cart format.

Use this guide to prepare for your upcoming delivery and installation and to ensure your team is prepared to create the *Starbucks Experience* in your new Starbucks Cart.

Starbucks Cart Types

Starbucks Carts are designed to be installed in a few hours with limited utility connections.

There are two cart layouts; **Standard** and **Enhanced**. The Enhanced Starbucks Cart requires a much larger footprint, and as such may not be suitable for every store.

See the below for differences between the two layouts. Details for what stations contain can be found on **pg. 12** and **13**.

Standard

- POS
- Ambient pastry display case
- Hand off plane
- Brewing Station
- Espresso Station
- Warming station (warming stores only)
- CBS – ***Non-blended****

Enhanced

- Standard stations, plus:
 - Space for two POS
 - Space for two espresso machines
 - Space for two ovens
 - Nitro ready
 - MO&P ready
 - CBS – ***including blended***

***IMPORTANT:** There is not adequate space for blended beverages in the standard Starbucks Cart. This has been tested repeatedly and negatively impacts the customer and barista experience. Please do not deviate from the intended plan.

STAFFING & SCHEDULING: Timelines

Four weeks from Starbucks Cart delivery, a pre-rental call will be scheduled by the Starbucks project development manager (PDM), which will include the Licensee and Starbucks district manager (DM) and regional director (RD). For a successful cart installation and operational experience, please ensure the operators and vendors are on the call and aligned on process and next steps. More details on this pre-rental call can be found at: <https://pivotcorp.com/> > *Customer Portals* > *Starbucks Rental Program* > *Pre-Rental Call*

At this time, you will want to prioritize the following elements:

- **WATER:** There are two options for water; plumbed or not plumbed (using bottled and dumping wastewater).
 - If your cart will **not** be plumbed, set up an account with a bottled water vendor to receive 5-gallon water jug delivery for the duration of the Starbucks remodel
 - Plan for approximately **one pallet per** day (use will vary based on store volume and size); consider storage location in your planning!
- **ICE:** If you will not have access to an ice machine with Starbucks-approved ice, work with your Starbucks DM on an approved solution
- **STORAGE:** You will need accessible storage (dry, refrigerated and/or frozen) to hold supplies, ingredients and food; additional storage may be sourced for items that will stay in storage throughout the remodel. Consider a food safe cart for transport.
- **FOOD SAFETY:** The Starbucks Cart does not have a dish machine or 3-compartment sink; locate and secure a location for dishwashing
- **PERMITTING:** This will vary by jurisdiction and is the responsibility of the Licensee

NOTE: Back of House (BOH) storage and activities, including dishwashing, may be shared with other departments. Ensure you plan for the impact to scheduling and space constraints (e.g., reduced storage or multiple users) within your store.

STAFFING & SCHEDULING: Timelines

Two weeks from Starbucks store closure, begin notifying customers that the store will be moving, and their experience may look different.

One day before Starbucks Cart delivery, note timeline example below:

- Sunday: Clean, pack and transfer smallwares out of store after close.
- Monday AM: Cart install (3 hours +/-); usually occurs in the morning
- Monday Midday: Service provide will move and calibrate the Mastrena and brewer
 - NOTE: Store manager must schedule the following:
 - Service provider to calibrate equipment same day
 - Health Inspections (Monday afternoon)
- Monday PM: Stock Cart
- Tuesday AM: Open for business.

The timeline to close the cart and return to normal store operation will be similar.

On **pg. 14** you will find recommendations for cleaning and storing the Starbucks Cart until it is returned.

STAFFING & SCHEDULING

Build a thoughtful staffing plan to set your Starbucks Cart launch up for success. The Starbucks Cart requires certified baristas to consistently deliver the *Starbucks Experience*. If your cart is not plumbed, and therefore relies on a person tasked to dump and swap water, you will want to factor this into your schedule to ensure the customer experience is not disrupted. Consider also that your storage and back of house location may be further away or impacted by construction. Factor this into your staffing and scheduling plan.

The Starbucks Cart must not be left unattended or closed for breaks. For additional staffing standards, please refer to *Licensed Stores Operations Manual*. The Starbucks district manager is available to assist in consulting to scheduling and staffing if needed.

Deployment and Plays may look different for the Starbucks Cart than in your café. The Customer Support barista will most likely be deployed to retrieving supplies and ice most of their shift. If you begin to grow your business and exceed a 3-person play, consider keeping Customer Support in the Cart to support, then add a 4th barista strictly as a ‘runner’. Enhanced Starbucks Carts can leverage a 4 to 6-barista play.

Tasks should not interfere with the *Starbucks Experience*.

Consider the impact that the following tasks will have on your store schedule and Daily Plan:

- Pulling dirty dishes to remote 3-compartment sink, washing and returning with clean dishes
- Wastewater dumps + freshwater replenishment
- Food pulls
- Supply or restocking runs
- Ice replenishment
- Dairy non-dairy milk replenishment



TEACHING & TRAINING

Establish a training plan for your team that addresses the unique characteristics of your Starbucks Cart. Ensure training is scheduled, communicated and completed prior to opening day of your Starbucks Cart

Consider the following when crafting your training plan:

- Open/Set up
- Prep (should be in BOH as much as possible)
- Wastewater dump and refill (if not plumbed)
- Changes in storage (may be in multiple locations)
- Changes in menu offerings
- Addressing customer scenarios
- Partnering with associates in your store (e.g., shared dishwashing and storage space etiquette)
- Cleaning the Starbucks Cart
 - Only water and brewed coffee/tea may go down the drains – NO SOLIDS (inclusions, coffee grounds etc.). Use screen provided. The pipes/hoses are narrow; a clog may result in water back up into the cart

SALES & INVENTORY – MARKETING

When preparing for appropriate signage for Starbucks Cart opening, DMs must request in-store and menu assets in Nexus (action steps below). This includes core signage for use in Winter through Summer 2 Planning Periods (see example) and promotional LTO signage for Fall and Holiday.

- To order, assets are available on Nexus (Menus and signage, DM must order) and Design Gallery (signage only, Licensee can order)
- Assets are the same for Standard and Enhanced Starbucks Cart and may include:
 - 2 menu panels (will vary dependent on Standard or Enhanced Starbucks Cart)
 - 2 banner assets; front and back
 - 2 A-frame inserts; front and back
 - 1 counter card
 - Siren's Eye for signage placement
- Design Gallery also has customizable wayfinding options, which can support location awareness



Core signage example

DM Action Required

When a store adds a Starbucks Cart, the LS DM must take the following steps:

- In **Nexus**, update the store's **Marketing Attribute: Menu Type** to reflect **Cart Menu**
 - Select "Temp 3 Cart – 2 Panel Core" for Standard and "Temp 7 Cart – 2 Panel Core" for Enhanced Starbucks Cart
- Once that is complete, **create a task** to **LS Marketing** to pull **signage applicable to Carts**

When a store is ready to transition back to their permanent location and return the Starbucks Cart:

- In **Nexus**, update the store's **Marketing Attribute: Menu Type** to reflect **Core** or **Doppio**
- Once that is complete, **create a task** to **LS Marketing** to pull **national** (non- Starbucks Cart) **signage**



SALES & INVENTORY – BEVERAGES

Starbucks Carts are designed to offer Starbucks most popular beverages as space constraints do not allow full product assortment. To ensure best moments, connect with customers to find the best possible substitution if their regular order is not available. There are two cart layouts; standard and enhanced. The offerings differ by size; review below:

Beverages included – Standard

- Core Espresso beverages
- Blonde Espresso beverages (only if store has a Mastrena II)
- Promotional beverages (Fall and Holiday only, see Note)
- Brewed Coffee (Pike Place® Roast only)
- Iced Coffee (See Note)
- Hot Chocolate
- Hot Tea beverages
- Iced Tea beverages (including Lemonade)
 - Matcha
 - Chai
 - Black Tea
 - Green Tea
 - Passion Tea
- Starbucks Refreshers™ (Two flavors: Strawberry Acai and Mango Dragonfruit)
- Ethos® Water bottles (US only)
- Dairy – all
- Alternate milks:
 - Soy
 - Almond
 - Coconut
 - Oat
- Syrups must include: Vanilla, Caramel, Sugar-Free Vanilla, Hazelnut and Liquid Cane Sugar
- Sauces must include: Mocha, White Chocolate Mocha, Chai, Caramel Drizzle
- Inclusions for beverages served
- No Trenta beverages, due to Starbucks Standard Cart size constraints

Additional Beverages included – Enhanced Cart Only

- Frappuccino® Blended Beverages
 - Caramel
 - Mocha
 - Java Chip
 - Vanilla Bean
 - Strawberry
- Trenta-sized beverages
- Starbucks® Blonde Espresso (stores with has a Mastrena II)
- Steamed apple juice & Caramel Apple Spice

Note:

- The following Fall and Holiday Featured beverages will be included
 - Pumpkin Spice Latte
 - Peppermint Mocha
 - Caramel Brulée
 - Toasted White Chocolate Mocha
- Iced Coffee is prioritized due to space constraints



SALES & INVENTORY – FOOD & LOBBY

Starbucks Carts are designed to offer Starbucks most popular food selection as space constraints do not allow full product assortment. To make the moment right, work with customers to find the best possible substitution if their item is not offered.

Food offerings will vary depending on whether your store utilizes the warming tower unit in the Enhanced Starbucks Cart (vs. Standard).

The **Pastry Case** is small; follow the Siren's Eye guidance as closely as possible for a consistent customer experience. Back of house thawing will not vary from current process. A Pastry Cart will add value to your adjusted routines.

If an **Impulse Fixture** will fit in the Cart at the POS, feel free to include this while following the appropriate *Siren's Eye*.

One **Floor Basket** may be kept for Ethos® Water*.

*The Space for retail fixtures will vary. Consider the customer experience (journey, safety and cleanliness) as you map out your store footprint with your Starbucks DM and manager. Many stores will opt for zero retail presence, which may be a logical option in a construction zone.

ASSORTMENT

Bakery:

- Banana Nut Loaf
- Birthday Cake Pop
- Butter Croissant
- Chocolate Croissant
- Cheese Danish
- Iced Lemon Loaf

Breakfast Sandwiches:

- Bacon, Gouda & Egg
- Double-Smoked Bacon, Cheddar & Egg
- Sausage, Cheddar & Egg
- Spinach, Feta & Egg White Wrap
- Turkey Bacon, Cheddar & Egg White

ASSORTMENT

Sous Vide Egg Bites:

- Bacon & Gruyère
- Egg White & Roasted Red Pepper

Warm Sandwiches:

- Crispy Grilled Cheese
- Tomato & Mozzarella
- Turkey & Pesto

Fall/Holiday LTO:

- Fall: Pumpkin Cream Cheese Muffin
- Holiday: Cranberry Bliss Bar

SALES & INVENTORY (continued)

Inventory Management

A reduced beverage and food assortment may impact par levels and storage. Review and adjust your plan as necessary including a ramp down strategy for items you will not be serving from the cart. When stocking your Starbucks Cart, you be stocking for a peak period vs. a full day due to space constraints.

Think through the following as you develop a plan for launch:

- Par levels on core items that may increase due to limited menu
- Par levels that will decrease due to specific items that will not be offered while the cart is deployed
- Storage areas that may need to be sourced or moved
- Where your team will pull pastries to thaw
- Other

Station Layouts

Currently, there is no specific Station Layout for Starbucks Carts. Leverage the *5S Method for Store Organization Quick Reference Guide* and other Station Layouts by specific station for layout inspiration on *StoreLink > Steps to Excellence > Inventory and Organization* to support your organization needs.

ACTIVITIES

- Establish pars using *Par Builder* for the items you will be selling from the Starbucks Cart
- Determine where and how items will be stored to ensure adequate space is available to accommodate delivery
- Review the Order and Delivery Schedule in The Starbucks Market to determine when orders will be placed and received
- Ensure schedules reflect inventory tasks to support inventory availability and delivery readiness
- Adjust Overhead Announcements to include location awareness if the Starbucks Cart is in a different location than original store

STARBUCKS CART / PROGRAM GUIDE

SALES & INVENTORY – ASSETS & EQUIPMENT

You will need to temporarily relocate existing equipment from your physical store space into the Starbucks Cart. See table below for recommendations.

The brewer and Mastrena must be calibrated by a service technician, scheduled by the Licensee.

You may need to order additional smallwares, fixtures or beverage components to properly support your business. Evaluate current inventory and order as needed.

SMALLWARES NEEDED FOR:

- Brewing station
- Espresso station
- Warming station
- CBS: Cold Tea, Refreshers & Coffee
- CBS: Blended (enhanced cart only)

BEVERAGE COMPONENTS NEEDED

- Ingredients and inclusions may vary by Planning Period and current offerings
- All items on the menu posted must be offered

Included in Starbucks Cart	Move from Starbucks Cafe to Cart	NOT included in Starbucks Cart	Back of House needs
Under-counter double-door refrigerator	Point of Sale (register)	Blenders (Standard Cart)	Dry Storage, accessible for backstock
90# ice bin	Coffee Grinder	Ice Machine	Ice Machine
Warming refrigerator	Mastrena I or II	3-Compartment Sink	3-compartment sink
Digital Brewer + Shuttles <small>(Single-head for Standard, Dual-head for Enhanced)</small>	Blender (Enhanced Cart)	Telephone	Refrigerated Storage
Condiment station	Oven (Warming)		Frozen Storage
Pastry Display Case	Warming rack insert for Warming refrigerator (Warming)		Chilled storage for alt milks
Hand washing sink	Pastry Cart		Dry Storage for all items not in use

STARBUCKS CART / PROGRAM GUIDE

Starbucks Cart Set (Standard)

This layout is for illustrative purposes only. Your store may differ.



Front Point of Sale Cart

- Space for Licensees POS
- (2) Menu Panels
- Ambient pastry case
- (2) LED Signs
- LED Wordmark
- LED Lighting
- Dairy Fridge
- Locking Storage Cabinets
- Quartz Countertops
- Walnut Veneer



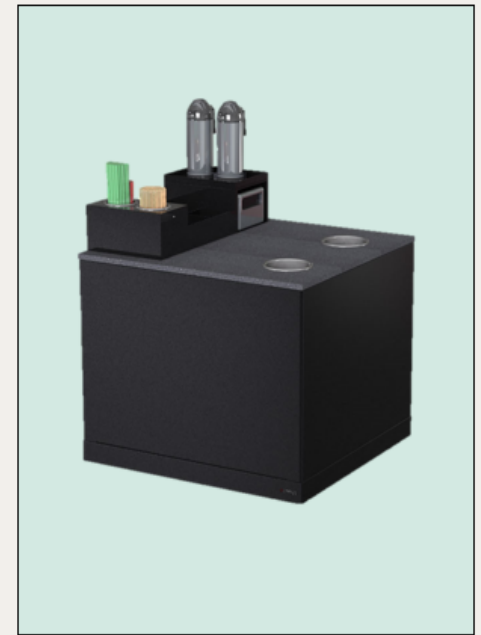
Rear Brewing Cart

- Hand Sink
- Pitcher rinser
- Water Filler
- Ice Bin
- LED Lighting
- Utilities
- Locking Storage Cabinets
- Mastrena
- Bunn Single Coffee Brewer
- Single Shuttle Warming Stand
- Grinder



Warming Cart

- Warming Oven
- Warming Fridge



Condiment Bar

- Trash Bin
- Condiment Tray
- Locking Storage

STARBUCKS CART / PROGRAM GUIDE

Starbucks Cart Set (Enhanced)

This layout is for illustrative purposes only. Your store may differ.



Front Point of Sale Cart

- Space for Licensees POS x2
- (2) Menu Panels
- LED Lighting
- Dairy Fridge
- Locking Storage Cabinets
- Quartz Countertops
- Walnut Veneer

Front Hand off Cart

- Large Ambient pastry case
- (2) Additional Menu Panels
- (2) LED Sirens
- LED Wordmark
- LED Lighting
- Nitro Draft Tower
- Nitro Generator
- Cold Brew Keg Fridge
- Locking Storage Cabinets
- Quartz Countertops
- Walnut Veneer



Rear Brewing Cart

- Pitcher rinser
- Ice Bin
- LED Lighting
- Utilities
- Locking Storage Cabinets
- Bunn Dual Coffee Brewer
- Double warming shuttle stand
- Frappuccino Blender
- Grinder

Rear Espresso Cart

- Hand Sink
- Water Filler
- Pitcher rinser
- LED Lighting
- Utilities
- Dairy Fridge
- Locking Storage Cabinets
- (2) Mastrenas



Warming Carts x2

- Warming Oven
- Warming Fridge



Condiment Bar

- Trash Bin
- Condiment Tray
- Locking Storage

End of Lease – Process Overview

The Licensee is responsible for returning the Starbucks Cart in the same condition in which it was delivered. Two weeks prior to the end of rental, you will receive a Take Down Readiness form which will support your next steps.

You will need to clean and break down the cart and store items safely. Your closing/reopen timeline will be similar to the opening plan, but in reverse.

Remember to:

- Remove all products
- Clean thoroughly
- Flush drain lines
- Dispose of waste tanks
- Empty and clean trash cans
- Remove any smallwares or equipment transferred from original store

Once the checkout forms have been signed by the licensee, a PIVOT strike team will arrive to complete final inspection, break down and remove and transport the temporary store.

For additional questions, connect with the Starbucks DM, who can reach out to the Starbucks PDM.