



What we do for host institutions

With a double-digit growth rate, *Seattle-style espresso* is one of the fastest growing food-service segments in the United States. These specialty and gourmet drinks—lattes, mochas, cappuccinos—are prepared and sold from fully-contained espresso carts, kiosks, and inline units.

Straight From Seattle Espresso (SSE) is the leading purveyor of this concept in the Baltimore/DC market. SSE has successfully paired with several of the area's most prestigious host institutions, including the Johns Hopkins University, Georgetown University, University of Maryland Baltimore, Veterans Administration Hospitals, as well as numerous private-property owners. SSE's program offers two primary advantages to host institutions:

- **We are an added amenity to facility occupants, with no significant cost to host.**
- **We are an added profit center to the facility, in the form of a fixed rental fee or a percentage of sales.**

Why we succeed

SSE has a thorough training program and a quality policy that results in a consistently superior product. Customers show their appreciation through their loyalty. Our low employee turn-over rate and their enthusiasm evidences their ownership of the goal of providing consistently high-quality espresso-based beverages. The elements of our quality policy are:

- ***Quality coffees***—SSE buys the finest arabica gourmet coffees, grown in an environmentally-sustainable rain forest and harvested by firms and cooperatives that are largely peasant owned. Through small-batch processing by Baltimore and

DC roasters SSE ensures that its roasted coffee beans are always fresh. SSE coffees are served to customers within seven days of roasting.

- ***Quality foods***—SSE offers the highest-quality bakery—and where possible, delicatessen—items that compliment its specialty-coffee concept and host-institution requirements.
- ***Quality service, based on thorough training***—SSE’s quality policy ensures that employees undergo training that addresses service issues such as speed and efficiency of service, drink preparation, and quality preparation. Periodic retraining ensures adherence to policy.
- ***Efficiency***—SSE supplies the professional management experience that only a successful, growing business can provide. Each installation reflects the company policies that are tailored to address the needs of the site. Rapid service and attention to site cleanliness are a crucially important elements.
- ***Image***—An upscale product must be presented in an appropriate context. SSE always prepares and delivers products in an environment that complements the image and integrity of host institutions.

SSE’s quality policy results in excellent operational results.

- ***Some customer feedback***—Following are a few quotes from the hundreds of comments deposited in the *Café Q* (in the JHU undergraduate library) suggestion box.
 - “a real espresso bar in Baltimore, hallelujah,”
 - “I am from LA and I thought I was going to have to go through withdrawals for four years—please, please stay,”
 - “yours is the only place I can drink the straight shots I got hooked on in Italy,” “why are your drinks so much better...”
 - “I’ve been in town for two years and I’ve been on a quest for my Irish Cream latte and I’ve finally found it!”
- ***Owner presence***—SSE’s owners have no other business operations to deflect attention. Espresso and related food-service *within host institutions* is out only business operation, which allows intimate, hands-on attention to the delivery of quality as well as the resolution of problems. SSE owners are always accessible to staff and to host-institution administrators through telephone, mobile phones, and email.
- ***Competitive pricing***—Reasonable pricing for a high-quality product is an essential element our concept. SSE delivers top-notch espresso-based drinks and light fare at competitive prices. Menus are tailored to the needs of each host institution.

- *Sanitation and image*—SSE operations are clean and visually appealing.
- *Cooperative working relationship*: SSE is proud of its track record of working amicably with host institutions. We work hard to engender relationships with host institutions that demonstrate the mutual advantages of dealing with important topics such as signage, customer incentive and reward programs, marketing and advertising, and suitable amenities for customers, in a team spirit. Cooperative effort produces win-win results.

Physical requirements for site installation

The location should provide exposure to moderate-to-high foot traffic. The cart can operate effectively in 250-350 square feet of space that has access to waste water drain, a drinking water source, rest rooms, and small storage area where a refrigerator and dry goods (cups and other supplies) can be stored.

A 220-volt, 50-amp, four-wire, single-phase receptacle is required in the designated area. A simple water line and telephone jack are also needed.

How we manage site operations

Location managers are professional managers with college degrees or certification, substantial industry experience, and ample training.

Customer satisfaction is central to business success. This point is the fundamental element of both initial and ongoing training programs, and are always an agenda item in staff meetings, employee reviews, and periodic operational evaluations. We measure customer satisfaction by encouraging the reporting of service defects or other dissatisfaction through periodic collection of comment through suggestion boxes at every site, as well as public display of telephone numbers and email addresses for feedback. We also employ occasional *secret shoppers*, who go from site to site as customers and submit reports of their experience to SSE management.

Finding out if the SSE concept will work in your location

Please call Matthew McCauley to discuss further what benefits an installation on your site can bring you. He can be reached in Baltimore at (410) 902-0711, or email matt@espressouniverse.com.

Getting a proposal for an SSE operation in your location

The proposal process is simple. We will visit your site, interview host institution authorities to obtain certain basic information about operation hours, customers who frequent the places, etc., and you will have the opportunity to ask questions. We will then prepare a proposal and either deliver it to you or bring it as part of a presentation.

Summary

- We are an added amenity to facility occupants, with no significant cost to host.
- We are an added profit center to the facility, in the form of a fixed rental fee or a percentage of sales.
- We ensure outstanding product quality and customer service
- The next step: Contact SSE for a proposal