



How to Run a Coffee Shop: Coffee Basics (Volume 1)

Ysmay Walsh

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Why do some coffee shops prosper despite competition from big brands while others never seem to get off the ground? How do some independent shops inspire fierce customer loyalty and generate outsize profits while delighting customers? What makes someone want to walk right by a convenient StarPete's to a more out-of-the-way gem, then encourage all their friends to do the same? The "How to Run a Coffee Shop" book series, inspired by the real-life experience of creating and running one of those magic places, reveals the secrets to success in a tough business- building a customer base, delivering product that makes the chain shops' offerings seem like tarted-up, overpriced mud, and providing a customer experience that transcends a cup of coffee and keeps them coming back for more. In Volume 1, "Coffee Basics," you'll find everything from the history of coffee, to the mechanics of pulling a shot and steaming milk, to mouth-watering recipes for flavored coffee drinks- all here in a fun and easy-to-read format. Whether you're starting your own business, have one that needs an upgrade, or want to have a handy and accessible guide for training your staff, "How to Run a Coffee Shop: Coffee Basics" delivers the goods. Table of Contents Chapter 1 All About Coffee Chapter 2 How to Prepare Coffee Chapter 3 How to Prepare Espresso Chapter 4 The Science and Art of Steamed Milk Chapter 5 Drink Recipes Drink Index About the Author



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