



Bear Creek Coffee

Specialty Coffee & Espresso Company



Training A Team

"The achievements of an organization are the results of the combined effort of each individual". _____ Vince Lombardi

A good coffee shop owner realizes that your employees are as important to the success of the operation as are you. That is why, at Bear Creek, we believe training is the most important job you face and it's an ongoing job! The best coffee beans and the most expensive machines will not make a great drink without a great barista! You and all your employees should be trained in all phases of the operation, especially in espresso marketing strategy and correct drink preparation techniques.



On Site Training

After your Equipment is installed, a Bear Creek trainer will provide extensive on-site training for you and your employees. This one week comprehensive training program is designed to insure that you and your staff become familiar with the set up and operations of a working coffee shop before you open for business. The training will cover espresso production, hot and cold drink assembly, equipment basics and machine maintenance, register training, how to use premium products, and how to calculate accurate cost per serving and gross profit for your specialty beverages. Our espresso-focused marketing techniques will enable you to sell mostly espresso based drinks in order to increase your profitability. And of course, your most important weapon, Excellent Customer Service Techniques!

Finally, Bear Creek will provide you with Operations Manuals that will give you a permanent reference for current and future employees. The operations manuals will also include marketing and advertising tools, such as artwork for coupons, ads, etc..



You must understand correct espresso preparation techniques for improved drink taste and speed of service.

Grand Opening Assistance & Ongoing Support

Now it's your big day! We've been with you every step of the way! Why would we leave now? Our licensees receive continuing support, beginning with primary planning and location selection, hiring assistance, access to excellent marketing information and grand opening assistance. We will continue to be there to help you grow your business to the best it can be!

If you are interested in exploring opportunities with Bear Creek, please feel free to contact us:

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