

La Marzocco Cafe Residency Walkthrough

Default Question Block

La Marzocco Cafe 2017-2018 Residency Application



Please fill out your basic information below:

Name of Company	<input type="text"/>
Company Contact Name	<input type="text"/>
Contact Email Address	<input type="text"/>
Contact Phone Number	<input type="text"/>
Company Location	<input type="text"/>

Hello and thank you for your interest in participating in our residency program at the La Marzocco showroom and cafe.

It will be very important for you to treat this application as through you were planning your residency with us. The best way for you to share your vision with us is to provide us with as much detail as possible when describing your residency: your menu, your staff training, the public events you would like to hold, etc.

The deadline for the application is: January 31st, 2017 at 11:59pm Pacific Standard Time. Our team is available to answer any questions you may have about this application before that. Please direct your emails to: amy@lamarzocco.com. Please fully complete the application form below. We look forward to hearing the vision for your residency at the La Marzocco showroom and cafe.

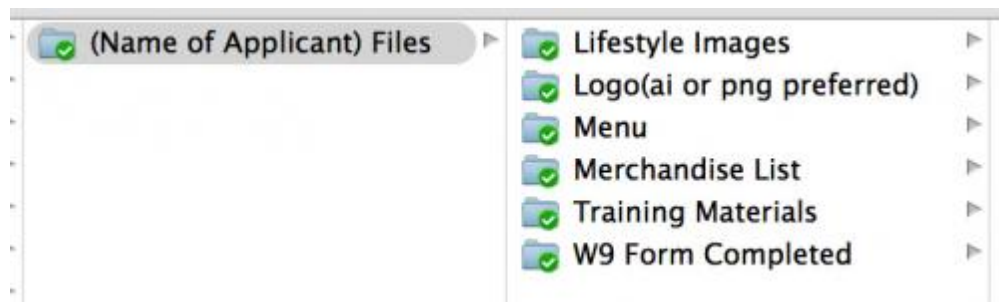
It is best to think of this residency as a Pop-Up in Seattle for your company, and our team as all new ambassadors of your coffee company. This way you can think of all the ways we will needed to be trained to fully execute the experience. This is a unique endeavor, where we will be fully turning the La Marzocco showroom and cafe into YOUR cafe to share your approach to coffee and service to our guests in Seattle. In order to have a successful residency, it is very important that each detail is fully designed and shared with our team. Each residency is fully designed by the partner in residence - we do not make any assumptions about any elements.

Thank you in advance for you attention to all of the following questions.

Within this online walk-through, we will ask you for all of the information we need to set up

your residency properly. There will be parts of this walk-through that require uploading documents. To make this easier for you, please share either a Dropbox or Google Drive link with us where we can find all of your uploaded documents by the time you submit your application.

Thank you.



Please create the file system in DropBox or Google Drive shown above and after you have completed uploading all of the files listed in this application, please share the URL of your folder on Dropbox or Google Drive below:

La Marzocco Café Residency Important Dates

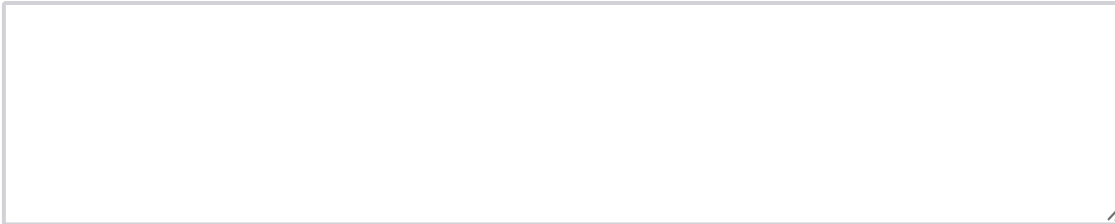
Each new residency begins on a Tuesday.

The week before your launch date:	Your team will be present and preparing for training
The Sunday before launch, 6pm-9pm:	In house training of the La Marzocco cafe team
The Monday before launch, 5pm-10pm:	Residency Load In
Tuesday - Launch day:	Residency Start Date
Wednesday following launch:	Launch Party/Event in KEXP Gathering Space

The above dates are important to take into consideration when planning for when your team will be

available to be present with us in Seattle.

Please let us know if you have any black-out months that would not work for company for the 2017-2018 cycle - May 2017-April 2018, keeping in mind that nothing is guaranteed.



Section #1 - Training and Marketing

Training - We strongly encourage a member of your staff to be present at our cafe to train our team in person and be available the first week of your residency. If this is not possible for you, we understand, and if training will need to happen in a condensed way, we ask that you supply our team with as much training documentation as possible in advance.

Please note, however, that your team's level of engagement with us will be an integral part of your residency and priority will be given to residents who can commit to being with us in Seattle in the days leading up to, and immediately following the residency launch.

Either way, please upload all of your training materials and informational documents on your company, history, coffees, relationships, etc. Anything that will help us better know and represent who your company is will be helpful.

How do you plan to train our cafe staff?

We will be sending someone to Seattle to train.

We will plan to train the staff over email/Skype/virtually in some way.

Since you let us know that you will be training our staff over email/Skype, this training will need to be completed the week before your residency begins and all training material will need to be uploaded to your external link by the deadline of this application.

Since you indicated you will be sending someone to train our staff in Seattle, please indicate below who and when someone is coming and if you need help with travel plans.

Marketing - Please provide us with your preferred URL and social media handles below in order for us to properly promote you during your residence:

Main URL	<input type="text"/>
Instagram	<input type="text"/>
Twitter	<input type="text"/>
Facebook page	<input type="text"/>

Please upload the following items to your Dropbox/Google Drive and share the link:

1. Vector version file of your logo (ai or png preferred)
2. Training materials we can use to start training our staff
3. Images of your coffee, facilities, management team (portraits or group photo), and drinks to be used in marketing (jpg preferred)

4. List of merchandise you would like to sell and our cost (Word or Excel preferred)

Please describe your company in a short paragraph. This description will serve as your introduction, and will be printed on your menus so our guests understand who you are and what you are about.

We'd also love a quote or short paragraph from you, to be used for press, describing what this opportunity represents to you, what you hope to share with the Seattle community during your residency, and what it means for you to be able to share your company in this way...etc.

Introduction

Section #2 - Equipment

The Google Maps link to our café has a "look inside" feature where you can "walk" in and see our space from all around. You can "stand" behind our bar and see the café layout from many angles and how it relates to the rest of the space: La Marzocco cafe on Google Maps.

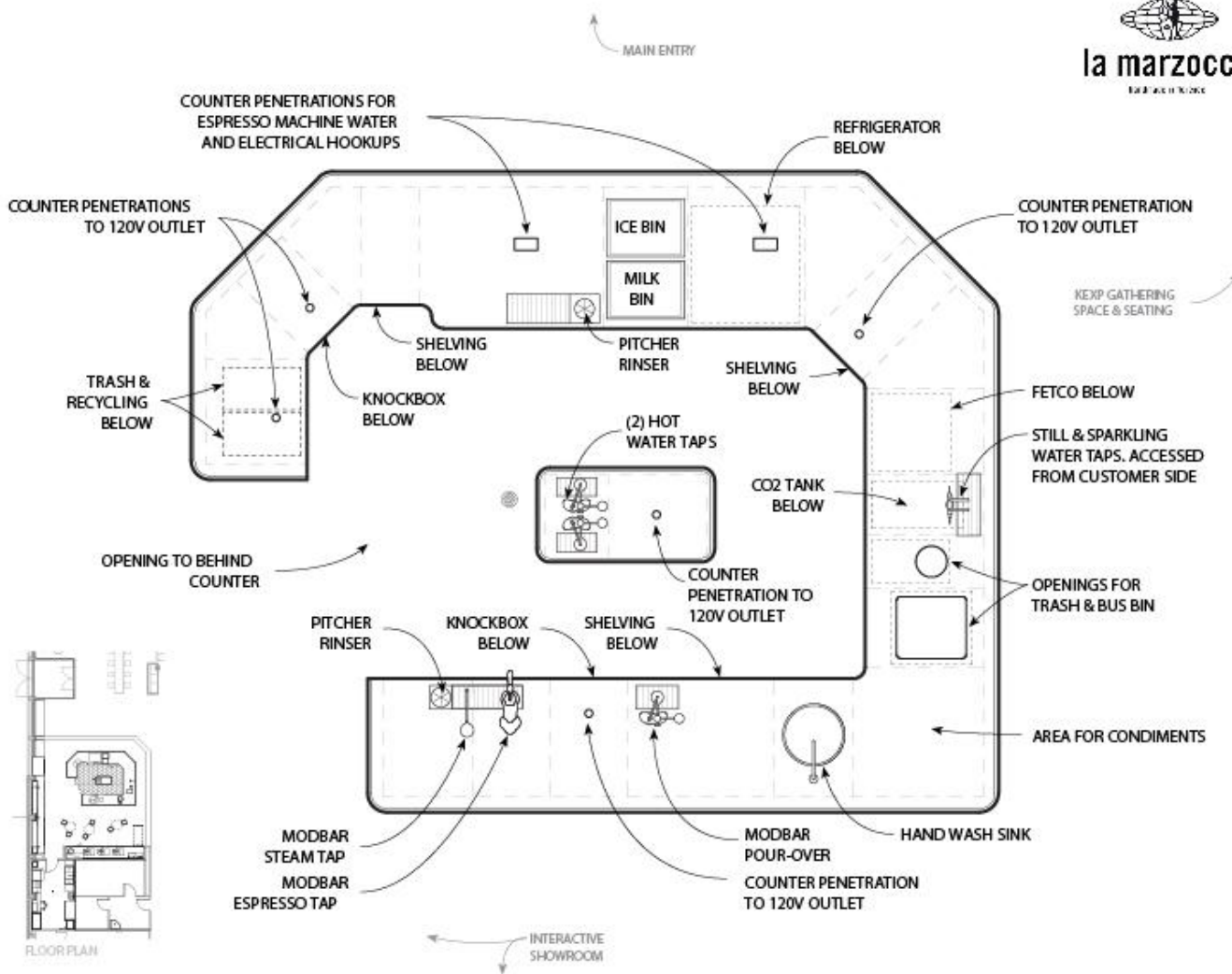
We highly recommend taking advantage of this tool so that you can virtually see and stand

in our space to get a feel for how your flow and approach to coffee service can best work through equipment and layout choices.

Also you will find many photos of our bar on our Instagram page:
<https://www.instagram.com/lamarzoccocafe/>



la marzocco
BAR ACCESSORIES



Which espresso machine would you like to use on bar?

Items

Drag preferred machine here

Linea Classic EE

Linea Classic AV

GB5 EE

GB5 AV

Linea PB AV

Linea PB ABR

Strada EE

Strada MP

Strada EP

Strada AV

Which grinders would you like to use on the Main bar/Modbar station? If you do not have a preference, we can definitely suggest grinders that have worked well for other residencies.

Items

Mazzer Robur

Mazzer Robur

Mazzer Kony

Mazzer Kony

Mazzer Kold

Mazzer Kold

Mazzer Major

Mazzer Super Jolly

Mazzer ZM Filter

Main Bar (Drag grinders from list)

Modbar Station (Drag grinder from list)

Any additional grinders or machines that you would like to use on bar?

What other equipment, if any, would you like to use or have available other than the espresso machine, grinders, Fetco (filter coffee) and Modbar?

If you will be using the Modbar pour-over module, what pour-over brewer would you like to use? Please let us know if you will want to use the Modbar espresso tap for regular service or for a slow-bar educational interaction with guests.

Section #3 - Menu

Please think of what you want your residency to be like, and assume we can make anything happen. We want this to be your experience. We will only offer what you create on your menu and as your service platform. It is best to not assume that we have any standard sizes or regular offerings. We will only offer the drinks you create, with your recipes and sizes.

Below you will find a sample of our menus from three 2016-2017 residents: Stumptown Coffee Roasters, G&B Coffee, and Intelligentsia Coffee for reference.

Please describe your menu in detail, considering the categories below found on our previous menus; these categories are a guideline so that you can present the menu as you would

normally in your café. For example we do not call out a cappuccino on our menu, but give you a prompt for drinks that fall into the category of espresso with milk.

Please upload your menu, menu recipes (both for how drinks are built as well as any syrups/additions we will make in house), your wholesale price lists, and your ordering procedures to your external link.

la marzocco cafe & showroom

stumptown coffee roasters

april 16, 2016 — may 29, 2016

espresso

espresso			
hair bender	3		
featured espresso	3		
americano	3		

espresso + milk

macchiato	3.5		
cappuccino	4		
latte	4	4.5	5
w/ vanilla syrup, soy or almond milk	.5	1	1
mocha	4.5	5.5	6
w/ woodblock chocolate			

brewed coffee

brewed coffee	2.5	3	3.5
featured pour-over	4		
brewed on modbar			

specialty drinks

stumptown cold brew	4.5 - 5.5		
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la marzocco cafe & showroom

roaster in residence

stumptown coffee roasters

April 16, 2016 - May 29, 2016

La Marzocco is thrilled to launch the Cafe and Showroom with Stumptown Coffee Roasters as our first Roaster in Residence. Stumptown is a proud sponsor of KEXP and has long been a supporter of independent music. They have also been La Marzocco fans and supporters since they opened their first cafe in Southeast Portland in 1999 with a La Marzocco Linea Classic. We can't think of a better partner to debut our unique cafe concept, showcasing their history of quality focused coffee in the Pacific Northwest and beyond.



The La Marzocco Cafe and Showroom is the place to experience the fine art of espresso. We are a neighborhood cafe that serves as a stage for the world's best coffee brands and baristas, the La Marzocco Home Espresso Lab, and an event space for the coffee community. Brought to you by the makers of fine espresso machines handcrafted in Florence, Italy since 1927.



- ESPRESSO 3²⁵
- MACCHIATO 3⁷⁵
- CAPPUCCINO 4
- LATTE 5
- SWEET LATTE 5
- ALMOND MACADAMIA ICED LATTE 6
- MOCHA 6
- TURMERIC ALMOND MACADAMIA 5
- CHAI 4⁵⁰
- G!B SHAKE 9⁷⁵
- HOT CHOCOLATE 4⁵⁰
- FIZZY HOPPY TEA 4
- FILTER COFFEE 4
- Yeast Waffle with maple syrup 8



FIZZY HOPPY TEA

COLD BREWED YUNNAN BLACK TEA WITH CITRA HOPS AND LITTLE BIT OF SWEETENER. KEGGED, CARBONATED AND KEPT ON TAP. LIKE A REFRESHING, LIGHT AND HOPPY BEER BUT NO ALCOHOL.

TURMERIC ALMOND MACADAMIA

USUALLY WE JUST CALL IT "TUMI." FRESH GINGER, TURMERIC, HONEY, AND A LITTLE BLACK PEPPER WITH OUR ALMOND MACADAMIA MILK. TRY IT OUT BOTH HOT (WARMING, RESTORATIVE) OR COLD (REFRESHING!)

The Magical World of One and Ones

Buddy Shot!

Instead of ordering the standard double espresso, have the barista split the shot and share the other half with a friend or acquaintance.



One + One

One half a single espresso, the other a single cappuccino. Also used as a catch-all term for any drink that splits the shot for an espresso + espresso-based drink.



Business and Pleasure

One half a single espresso (the business), the other a single shot almond macadamia cappuccino, slightly sweetened, shaken and served neat in a chilled glass with a little bit of espresso dusted on top (the pleasure).



Espresso Dark and Stormy

A shot of espresso, a house-made ginger beer (made with fizzy hoppy tea) with a caramelized sugar syrup. Served as a one-and-one.



Affogato

Espresso and ice cream. The two greatest things on earth.





BREWED COFFEE

- Nicaragua, Los Delirios 4
- Ethiopia, Tikur Anbessa 6

COLD BREW

- Ethiopia, Yirgacheffe 4.5

ESPRESSO

- Black Cat Classic
 - Espresso 3
 - Macchiato 3.5
 - Cappuccino 4
 - Latte 4.25/4.5
 - Angeleno 6
 - Black Cat Shake 5

SINGLE ORIGIN ESPRESSO

- Guatemala, Itzamna
 - Espresso 3.75
 - Macchiato 4.25
 - Cappuccino 4.75

CHOCOLATE

- Ecuador, Del Tambo
 - Hot Chocolate 4/4.25
 - Mocha 4.75/5
 - Chocolate Champ Shake 5

LOOSE LEAF TEA

BLACK

- Golden Needles 4.5

WHITE

- White Peony 3.5

GREEN

- Emerald Spring 3.5
- Kabuse Okabe 6

OOLONG

- Iron Goddess of Mercy 3.5

HERBAL

- Hot Turmeric Tonic 3.5
- King Crimson 3.5

SPARKLING TEA

- King Crimson 3.5
- White Peony 4.5

CHAI

- Hot/Iced 4.25

MATCHA

- Matcha Latte 6.75
- Iced Matcha 6
- Iced Matcha Latte 6.75
- Matcha Shake 5

Other Menu options

We use a local milk delivery service (Pete's Dairy) to provide several milk and milk alternative options. Please select all of the products you would like to use during your residency:

Items

Sunshine Dairy -
Conventional/Homogenized

Sunshine Dairy -
Organic/Homogenized

Pure Eire Dairy -
Organic/Non-
Homogenized

Pacific Foods Barista
Almond

Pacific Foods Barista
Coconut

Pacific Foods Barista Soy

Califia Barista Blend
Almond

Drag to add milk choices (Max of 3)

Will you need to supply any of your own ingredients or will we need to make anything in-house? (Honey, chocolate, syrups?) Please share any in-house recipes (upload them to your external shared folder) and note them below. This will help us begin to source ingredients.

Does anything on your menu require special equipment, not previously listed? Please take this moment to think through your offerings, taking into consideration any food items you may want us to prepare, any special ingredients used in drink service, or drinks that may need to be made with any equipment not previously specified.

What do you want offered at the condiment station for guests? (Types of dairy, honey, sugar, etc.)

We have partnered with a local bakery, The London Plane, to provide daily pastries for the cafe. If you would like to have the bakery make any special items for your residency, please let us know so that we can put you in touch with their staff. If there is any food item that defines your service experience, which you want to create in our space, please let us know in detail.

Yes, I would be interested in special bakery items

No, I'm fine to let La Marzocco handle the bakery items

Section #4 - Community Engagement: Classes/Lectures/Events

We encourage our residents to enhance their time in Seattle by sharing their unique knowledge of coffee in Classes, Lectures or Events.

For example, Stumptown held an educational session each Friday which included: tasting espresso, pouring latte art, single origin vs. blends, etc. G&B had staff present for the first two

weeks of the residency to help carry out the program and train the staff; Buna held talks about Buna and coffee in Mexico City; Counter Culture had tastings every Friday hosted by their team and had Q&As with their Champs every Wednesday evening; Intelligentsia hosted classes weekly taught by different members of their staff from different parts of the country. Panther was present for public cuppings, hosted a Meet the Producer Event with Aida Batlle, and hosted a TNT as a going away party.

You have full access to the entire cafe for these events, including the Home Espresso Lab, which features two Linea Minis and GS3s, and a video screen. These events can be added or updated during your residency if needed.

Your representative is also welcome to cover barista shifts, or have one-on-one sessions with consumers on the main bar, Home bar, Modbar, etc.

Your team also has the ability to use the larger KEXP Gathering Space for larger events; AV support is available upon request. Any out-of-the-box thinking on music and coffee collaboration is encouraged.

Will a representative from from your company be present during your residency to host events or educational trainings such as cuppings, tastings, panels, or classes on Home equipment?

Yes, we will plan to have someone there

No, we don't plan to have anyone there during the residency

Since you indicated someone will be in Seattle during the residency, please list the events/lectures/workshops you would like to hold (and timing day/evening/weekend, etc.), and a brief description of each one.

Event #1

Event #2

Event #3

Event #4

Section #5 - Launch Party

Each Resident will have the opportunity to host a launch party on the first Wednesday of their residence. This can be as simple as serving a free specialty drink all day long, or as detailed as using the KEXP gathering space that surrounds the cafe to host a band or some other entertainment.

Here were some of the launch events have taken place during the 2016-2017 cycle:

- G&B's launch included a 3-on-3 Basketball tournament in the courtyard just outside the cafe.
- Buna's launch party included a performance by a band from Mexico City (and a coordinated Live In Studio Session with El Sonido DJ Chilly), a taco truck, Mezcal tastings and the coffee menu free to taste.

Our partnership with KEXP is unique, and KEXP is keen to help promote the intersection of coffee and music. While not required, if you have a band that you want to incorporate into your residency and during your launch event – that would be great! – we would love to start that scheduling process with KEXP's production team asap.

The launch party/event is a chance to kick off your residency and share the energy and enthusiasm that your residency will present in the month ahead. Like the rest of the residency, there is nothing "normal or usual" about these events, and we will help you create your ideal launch event, however it is up to you to design this experience. Our team can help connect you to local vendors to help create your vision, and is available to help execute it, but it is your responsibility to design it.

Please let us know about your ideas for a Launch Party/Event below so that we can connect you with local vendors, DJs, or other support as needed.

Section #6 - Retail Offerings

Our residents have the option of selling retail merchandise during their residency. We can purchase items at wholesale and then return anything that we don't sell during the residency.

Please note that for such a short residency, not all of the same items will sell in our space as they would in yours. Please be thoughtful about your choices. We will need your item list and wholesale prices by the application deadline in order to be able to sell your retail items.

Will you be selling retail coffee bags?

Yes

No

Will you be selling other merchandise?

Yes

No

Since you indicated you will be selling merchandise, please read the following: La Marzocco requires completed, signed and dated federal form W-9. You can download the form below, then post it to your external folder. If selected for a residency, we will need this form completed.

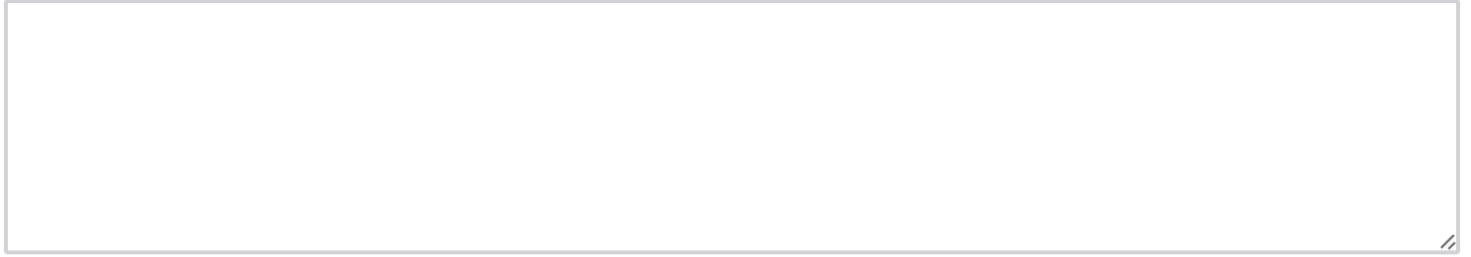
La Marzocco requests N30 payment terms and we are happy to complete and sign your company's credit application and any other forms if needed. If you have any questions about vendor set up, please call Accounting at 206-706-9104.

[W9 blank](#)

Once you have completed your W9, please upload your complete form to your external link.

If you are planning to sell merchandise, please upload a list of the items along with titles and wholesale/retail pricing for each in your external link:

Finally, is there anything else you'd like us to know about you? Your story? Any additional information or materials that you want to share will help our team be better ambassadors for you during your residency.



You made it! Thank you!

Thank you for your time and dedication to designing a successful residency. We have created a one of a kind cafe experience in Seattle and your thoughtful design of a residency is what makes this space truly special. From the whole La Marzocco showroom and cafe team, thank you!

We will be in touch by March 1, 2017 to inform you of the status of your application.

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