



## STANDARD OPERATING PROCEDURE: POUR LATTE ART

### PURPOSE

The goal of this SOP is to ensure that customers receive beautiful drinks at all Verve Cafes.

### SCOPE –WHO PERFORMS THE TASK & WHEN

Bar-Backs, when needed – which is daily.

### RESPONSIBLE PARTY – WHO TEACHES THE TASK

Trainer

### TRAINING INTERVAL – WHEN AND HOW OFTEN THIS IS TAUGHT

During Bar-Back training

### MONITOR/TIME INTERVAL – WHO IS MONITORING THIS TASK AND HOW OFTEN

Regional Manager & Director of Retail, as needed

### CORRECTIVE ACTION – WHAT TO DO IF THERE IS A PROBLEM

If there are issues with the quality of latte art, retrain Bar-Backs, as needed.

### RECORDS – ASSOCIATED DOCUMENTS (CHECKLISTS, REFERENCE DOCS)

- SOP – Steam Milk
- SOP – Steam Milk Alternatives

## INSTRUCTIONS – CREATE LATTE ART

### GOAL

To teach the principles of latte art to employees. This SOP sets standards and explains the process, but it doesn't take the place of on the floor training and practice.

### MATERIALS/TOOLS

To learn how to make latte art, you will need the following training materials:

- Lab machine and grinders
- Four towels per machine
- Espresso
- Milk (8-10 gal)
- Tamper, steaming pitchers
- Latte art videos and photos
- 1 size of each milk pitcher (12oz, 20oz, 32oz)
- 1 tasting cup (3oz, 5oz, 12oz)

### KEY INFORMATION – LATTE ART: WHAT IT IS & WHY IT MATTERS

Our attention to detail sets Verve apart. Latte art, although a small part of what we do, presents our final product in the best manner possible and keeps our standards for excellence high. It acts as the final touch, the bow on the present, the head turning detail that speaks to our dedication to quality and passion for our craft. Verve Latte Art should adhere to the following standards:

- Latte art should be served facing the customer.
- The spoon and handle should be facing the customer.
- The handle should be facing the customer's left.
- The spoon handle should be facing away on the right side of saucer.
- Latte art should have the appropriate symmetry, contrast and shape.

Latte art can be a matter of perspective. At Verve, we have very high standards for the look and symmetry; please refer to the following examples to see our standards displayed:

## EXAMPLES OF LATTE ART



Figure 1: Heart (left) & Rosetta (right)



Figure 2: Tulip (left) & Flying Heart (right)

## ACTIVITY – POUR PERFECT LATTE ART

- Time for Prep: NA
  - Time for Activity: 2.5 Hours
1. Pour and manipulate milk. Before you start pouring milk, ensure that the milk has been steamed properly. Your foam and milk should be fully integrated to allow for fluid shape and manipulation. It should have the following qualities:
    - Swirl and shimmy
    - Ideal wet paint/glossy texture
    - Peaks and valleys
    - Swirling espresso evenly integrates crema along the top



Figure 3: Good Milk (left) Bad Milk (right)

2. Perform the drop-in by dipping the nose of the pitcher toward the cup, then pull the pitcher up so the milk dives beneath the espresso. (The drop-in is the first contact between milk and espresso.)



Figure 4: Proper Drop-In

Keep the following techniques in mind when dropping in:

- Drop into the center of the espresso drink.
- If you pour off-center towards your pitcher hand, the design will move in the opposing direction. Keep that in mind, when creating art.
- A tilted cup will increase the depth of the espresso pool.
- Be mindful of tilt and flow rate to avoid total white out of the drink. This is how you create contrast between the espresso and your latte art.

3. **When filling the cup, pour from about 2-3 inches away**, so the milk foam continues to dive underneath the espresso. Fill the cup 3/4 full.



**Figure 5: Fill to the 3/4 Full, while Keeping Cup 2-3 Inches from Spout**

4. **Close in!** When the cup is approximately 1 inch from being filled, it is time to pour the latte art. Drop the nose of the pitcher down toward the cup. Ensure that the spout of the pitcher meets the edge of the cup. This will increase the flow rate and allow milk foam to float creating the foam design on top of the espresso.



**Figure 6: Closing in – To Pour Latte Art**

5. **Be decisive** about the design that you are pouring.

6. **Decrease the tilt of the cup** while pouring the latte art with the pitcher. As cup fills, level out the tilted cup to avoid spills.



**Figure 7: Strikethrough**

7. **Perform the strikethrough:** This is the final strike of milk, which completes the shape of the latte art.
- Raise the pitcher up. Your stream should be thin and controlled.
  - Move the pitcher and thin the stream to draw through the center of your cup/latte art.
  - Stop your pour at the bottom of the latte art.
8. **Keep it Clean.** At Verve, we want you to be a great latte art artist, but also a great coworker. That means you clean as you go. To clean your steam wands, turn the steam wands on for 10 seconds to let steam release and the wand to heat up, turn steam wands off and immediately submerge in prepared pullymilk mixture (.5 ounce of pullymilk in 16 oz. of cold water).
- Soak in cold pullymilk mixture for 5-10 minutes.
  - While submerged in pullymilk mixture, activate steam wand in bursts to clean inside.
  - Use a clean, wetted towel to remove any residue from outside of steam wand.
  - Repeat the same process with cold water to rinse.
9. **Add (Optional) Whipped Cream.** For not chocolate and mochas, add whipped cream to latte art.



**Figure 8: Good Placement (left) Bad Placement (right)**

You're done.