

STARBUCKS CUP MARKING GUIDE

STARBUCKS CUP MARKING GUIDE: UNDERSTANDING YOUR DRINK ORDER LIKE A PRO

STARBUCKS CUP MARKING GUIDE — IF YOU’VE EVER FOUND YOURSELF PUZZLED BY THE CRYPTIC LETTERS AND SYMBOLS SCRIBBLED ON YOUR STARBUCKS CUP, YOU’RE NOT ALONE. THOSE MYSTERIOUS MARKINGS AREN’T JUST RANDOM NOTES; THEY’RE A SHORTHAND LANGUAGE BARISTAS USE TO CUSTOMIZE YOUR DRINK EXACTLY HOW YOU LIKE IT. WHETHER YOU’RE A REGULAR COFFEE ENTHUSIAST OR JUST CURIOUS ABOUT WHAT ALL THOSE CODES MEAN, DIVING INTO THE STARBUCKS CUP MARKING GUIDE CAN ENHANCE YOUR ORDERING EXPERIENCE AND HELP YOU DECODE YOUR BEVERAGE’S DETAILS WITH EASE.

WHY DOES STARBUCKS USE CUP MARKINGS?

IF YOU’VE EVER ORDERED A DRINK AT STARBUCKS, YOU MIGHT HAVE NOTICED THE BARISTA WRITING A SERIES OF LETTERS AND NUMBERS ON YOUR CUP BEFORE HANDING IT OVER. THIS SYSTEM IS DESIGNED TO COMMUNICATE YOUR ORDER CLEARLY AND EFFICIENTLY TO THE BARISTA PREPARING YOUR DRINK. GIVEN THE WIDE VARIETY OF CUSTOMIZATIONS AVAILABLE—FROM MILK ALTERNATIVES TO EXTRA SHOTS AND SYRUPS—THIS SHORTHAND HELPS AVOID MISTAKES AND SPEEDS UP SERVICE DURING BUSY PERIODS.

ADDITIONALLY, THE MARKINGS ACT AS A CHECKLIST FOR THE BARISTA, ENSURING EVERY COMPONENT OF YOUR BEVERAGE IS PREPARED CORRECTLY. FOR THOSE WHO WORK BEHIND THE COUNTER, IT’S A LIFESAVER. FOR CUSTOMERS, UNDERSTANDING THESE MARKINGS CAN DEMYSTIFY YOUR ORDER AND EVEN EMPOWER YOU TO CUSTOMIZE DRINKS MORE CONFIDENTLY.

BREAKING DOWN THE STARBUCKS CUP MARKING GUIDE

THE STARBUCKS CUP MARKING SYSTEM MIGHT SEEM COMPLEX AT FIRST GLANCE, BUT ONCE YOU BREAK IT DOWN INTO ITS COMPONENTS, IT BECOMES MUCH CLEARER. HERE’S AN OVERVIEW OF THE TYPICAL MARKINGS AND WHAT THEY REPRESENT:

1. DRINK CODE

RIGHT AT THE TOP, YOU’LL OFTEN SEE A SHORTHAND FOR THE TYPE OF DRINK. THESE CODES ARE USUALLY A COMBINATION OF LETTERS THAT REPRESENT CLASSIC STARBUCKS BEVERAGES:

- **C** = COFFEE
- **L** = LATTE
- **M** = MOCHA
- **A** = AMERICANO
- **E** = ESPRESSO
- **F** = FRAPPUCCINO
- **T** = TEA
- **H** = HOT CHOCOLATE

FOR EXAMPLE, IF YOU ORDERED A CARAMEL MACCHIATO, THE BARISTA MIGHT WRITE “CM” OR SIMPLY “MAC” DEPENDING ON THE STORE’S PREFERRED SHORTHAND.

2. SIZE MARKING

BELOW OR BESIDE THE DRINK CODE, YOU’LL FIND LETTERS CORRESPONDING TO THE CUP SIZE:

- **T** = TALL (12 oz)

- ****G**** = GRANDE (16 oz)
- ****V**** = VENTI (20 oz HOT, 24 oz COLD)
- ****S**** = SHORT (8 oz, RARE AND USUALLY ONLY AVAILABLE FOR HOT DRINKS)

KNOWING THESE SIZE ABBREVIATIONS CAN HELP YOU CONFIRM YOUR ORDER AT A GLANCE.

3. MILK CHOICE

NEXT, THE MILK TYPE IS ABBREVIATED TO SPECIFY WHICH MILK OR MILK ALTERNATIVE YOU WANT:

- ****WH**** = WHOLE MILK
- ****2%**** = 2% MILK (ALSO CALLED REDUCED FAT MILK)
- ****N**** = NONFAT MILK
- ****S**** = SOY MILK
- ****A**** = ALMOND MILK
- ****O**** = OAT MILK
- ****C**** = COCONUT MILK (LESS COMMON)

IF YOU'RE DAIRY-FREE OR PREFER A PARTICULAR MILK, THIS IS ONE OF THE MOST IMPORTANT MARKINGS TO WATCH FOR.

4. SYRUPS AND SWEETENERS

SYRUPS AND SWEETENERS ARE CRITICAL FOR FLAVOR CUSTOMIZATION. BARISTAS USE ABBREVIATIONS TO INDICATE WHAT FLAVORINGS YOU'VE ADDED:

- ****V**** = VANILLA
- ****C**** = CARAMEL
- ****H**** = HAZELNUT
- ****M**** = MOCHA
- ****SF**** = SUGAR-FREE (USUALLY IN COMBINATION WITH THE SYRUP CODE, E.G., SFV FOR SUGAR-FREE VANILLA)
- ****CH**** = CLASSIC SYRUP (THE STANDARD STARBUCKS SWEETENER)

THESE MARKINGS CONFIRM YOUR PREFERRED FLAVOR PROFILES, ESPECIALLY IF YOU'RE ASKING FOR MULTIPLE SYRUPS OR SUGAR SUBSTITUTES.

5. SHOTS AND ESPRESSO CUSTOMIZATIONS

IF YOU LIKE YOUR COFFEE STRONG OR WANT EXTRA CAFFEINE, THE NUMBER OF ESPRESSO SHOTS IS NOTED:

- A NUMBER (1, 2, 3, ETC.) TO INDICATE HOW MANY SHOTS OF ESPRESSO ARE INCLUDED
- ****X**** SOMETIMES INDICATES "EXTRA" SHOTS

FOR EXAMPLE, "3" MEANS TRIPLE SHOT, WHILE "X" MIGHT MEAN AN EXTRA SHOT BEYOND THE STANDARD.

6. OTHER CUSTOMIZATIONS

ADDITIONAL MARKINGS CAN INCLUDE VARIOUS CUSTOM REQUESTS, SUCH AS:

- ****WC**** = WHIPPED CREAM
- ****N/C**** = NO CREAM
- ****D**** = DECAF

- **L** = LIGHT (FOR SYRUP, MILK, OR ICE)
- **X** = EXTRA (USED FOR MULTIPLE INGREDIENTS)
- **I** = ICE (ESPECIALLY FOR ICED DRINKS)

THESE HELP ENSURE YOUR DRINK MATCHES YOUR EXACT PREFERENCES.

TIPS FOR READING YOUR STARBUCKS CUP LIKE A PRO

UNDERSTANDING THE STARBUCKS CUP MARKING GUIDE IS NOT JUST ABOUT CURIOSITY—IT CAN IMPROVE YOUR ORDERING EXPERIENCE AND HELP YOU COMMUNICATE YOUR NEEDS BETTER. HERE ARE SOME PRACTICAL TIPS:

Ask Your Barista

IF YOU'RE UNSURE ABOUT ANY MARKINGS, DON'T HESITATE TO ASK THE BARISTA. THEY'RE USUALLY MORE THAN HAPPY TO EXPLAIN AND CAN EVEN HELP YOU CUSTOMIZE YOUR DRINK BASED ON YOUR PREFERENCES.

Learn Common Codes

FAMILIARIZE YOURSELF WITH THE BASIC DRINK AND MILK CODES. THIS KNOWLEDGE SPEEDS UP YOUR ORDERS AND HELPS AVOID MISTAKES, ESPECIALLY WHEN TRYING NEW BEVERAGES OR CUSTOMIZATIONS.

Use the Markings to Customize

KNOWING THE SYSTEM ALLOWS YOU TO BE MORE ADVENTUROUS WITH YOUR ORDERS. WANT TO TRY OAT MILK WITH A SUGAR-FREE VANILLA SYRUP AND AN EXTRA SHOT? YOU CAN CONFIDENTLY SPECIFY YOUR PREFERENCES USING THE SHORTHAND.

Check Your Cup Before Leaving

TAKE A QUICK GLANCE AT YOUR CUP BEFORE WALKING AWAY TO ENSURE THE MARKINGS REFLECT YOUR ORDER. THIS CAN SAVE TIME BY CATCHING ERRORS EARLY.

WHY THIS MARKING SYSTEM MATTERS BEYOND STARBUCKS

THE STARBUCKS CUP MARKING GUIDE IS A FASCINATING EXAMPLE OF HOW EFFICIENT COMMUNICATION CAN ENHANCE CUSTOMER SERVICE IN FAST-PACED ENVIRONMENTS. MANY OTHER COFFEE SHOPS AND CHAINS HAVE ADOPTED SIMILAR SHORTHAND SYSTEMS TO MAINTAIN ORDER ACCURACY AND SPEED.

MOREOVER, THIS SYSTEM REFLECTS THE GROWING TREND TOWARD PERSONALIZED BEVERAGES. AS COFFEE CULTURE EVOLVES, CUSTOMERS EXPECT THEIR DRINKS TAILORED TO THEIR TASTES, DIETARY RESTRICTIONS, AND HEALTH GOALS. THE CUP MARKINGS SYMBOLIZE THIS SHIFT TOWARD CUSTOMIZATION AND TRANSPARENCY.

EXPLORING SOME UNIQUE STARBUCKS MARKING VARIATIONS

WHILE THE GENERAL STARBUCKS CUP MARKING GUIDE IS FAIRLY CONSISTENT, CERTAIN STORES OR REGIONS MIGHT HAVE SLIGHT VARIATIONS. FOR EXAMPLE, SOME BARISTAS MIGHT ADD ADDITIONAL NOTES FOR SEASONAL DRINKS OR PROMOTIONAL ITEMS. OTHERS MAY USE SPECIFIC LETTERS TO DENOTE LIMITED-TIME INGREDIENTS OR PREPARATION METHODS, SUCH AS NITRO COLD BREW OR RESERVE BLENDS.

BEING AWARE OF THESE VARIATIONS CAN ADD AN EXTRA LAYER OF APPRECIATION FOR STARBUCKS' ATTENTION TO DETAIL AND COMMITMENT TO CUSTOMER SATISFACTION.

SEASONAL AND SPECIAL OFFERINGS

DURING HOLIDAYS OR SPECIAL EVENTS, YOU MIGHT SEE EXTRA MARKINGS LIKE:

- ****PSL**** FOR PUMPKIN SPICE LATTE
- ****GRT**** FOR GREEN TEA LATTE
- ****CHS**** FOR CHESTNUT PRALINE SYRUP

THESE CODES HELP BARISTAS QUICKLY IDENTIFY UNIQUE DRINKS THAT MIGHT REQUIRE SPECIAL PREPARATION OR INGREDIENTS.

BARISTA'S PERSONAL TOUCH

SOMETIMES, BARISTAS ADD FUN OR PERSONAL NOTES ON THE CUPS, SUCH AS SMILEY FACES OR HEARTS, TO BRIGHTEN CUSTOMERS' DAYS. WHILE NOT PART OF THE OFFICIAL STARBUCKS CUP MARKING GUIDE, THESE LITTLE MARKS ADD CHARM AND HUMAN CONNECTION TO THE COFFEE EXPERIENCE.

FINAL THOUGHTS ON MASTERING YOUR STARBUCKS ORDER

DECODING YOUR CUP WITH THE STARBUCKS CUP MARKING GUIDE CAN TRANSFORM YOUR COFFEE RUN FROM A ROUTINE STOP INTO A MORE ENGAGING AND PERSONALIZED EXPERIENCE. WHETHER YOU'RE A FAN OF CLASSIC LATTES OR ADVENTUROUS FRAPPUCCINOS, UNDERSTANDING THESE MARKINGS EMPOWERS YOU TO COMMUNICATE YOUR PREFERENCES CLEARLY AND ENSURES YOU GET EXACTLY WHAT YOU WANT EVERY TIME.

NEXT TIME YOU PICK UP A STARBUCKS CUP, TAKE A MOMENT TO LOOK AT THE CODES. YOU MIGHT BE SURPRISED BY HOW MUCH INFORMATION IS PACKED INTO THOSE BRIEF SCRIBBLES—AND HOW IT ALL COMES TOGETHER TO DELIVER YOUR PERFECT DRINK.

FREQUENTLY ASKED QUESTIONS

WHAT DO THE MARKINGS ON A STARBUCKS CUP MEAN?

THE MARKINGS ON A STARBUCKS CUP INDICATE THE TYPE OF DRINK, MILK CHOICE, SYRUP, AND ANY CUSTOMIZATIONS. BARISTAS USE THESE TO ENSURE THE DRINK IS MADE CORRECTLY ACCORDING TO THE CUSTOMER'S ORDER.

HOW CAN I READ THE STARBUCKS CUP MARKINGS GUIDE?

THE STARBUCKS CUP MARKINGS TYPICALLY INCLUDE BOXES LABELED FOR DRINK TYPE, MILK, SYRUP, SHOTS, CUSTOM INSTRUCTIONS, AND DRINK SIZE. EACH BOX IS CHECKED OR FILLED WITH ABBREVIATIONS TO COMMUNICATE THE ORDER DETAILS TO THE BARISTA.

ARE STARBUCKS CUP MARKINGS THE SAME WORLDWIDE?

WHILE THE GENERAL SYSTEM OF MARKINGS IS CONSISTENT WORLDWIDE, THERE MAY BE SLIGHT VARIATIONS IN ABBREVIATIONS OR OPTIONS DEPENDING ON THE COUNTRY OR REGIONAL MENU DIFFERENCES.

WHAT DOES THE 'SHOTS' BOX ON A STARBUCKS CUP INDICATE?

THE 'SHOTS' BOX ON A STARBUCKS CUP INDICATES THE NUMBER OF ESPRESSO SHOTS ADDED TO THE DRINK, ALLOWING CUSTOMIZATION OF THE CAFFEINE STRENGTH.

CAN I CUSTOMIZE MY STARBUCKS DRINK USING THE CUP MARKINGS?

YES, THE CUP MARKINGS ALLOW BARISTAS TO NOTE CUSTOMIZATIONS SUCH AS TYPE OF MILK, SYRUP FLAVORS, NUMBER OF SHOTS, TEMPERATURE, AND OTHER PREFERENCES TO TAILOR YOUR DRINK EXACTLY HOW YOU WANT IT.

WHERE CAN I FIND A STARBUCKS CUP MARKING GUIDE?

YOU CAN FIND STARBUCKS CUP MARKING GUIDES ONLINE ON FAN SITES, BARISTA TRAINING MATERIALS, AND SOMETIMES ON STARBUCKS COMMUNITY FORUMS. SOME STARBUCKS LOCATIONS MAY ALSO PROVIDE A PRINTED GUIDE FOR CUSTOMERS.

ADDITIONAL RESOURCES

STARBUCKS CUP MARKING GUIDE: DECODING YOUR BEVERAGE ORDER

STARBUCKS CUP MARKING GUIDE SERVES AS AN ESSENTIAL KEY TO UNDERSTANDING THE SHORTHAND LANGUAGE USED BY STARBUCKS BARISTAS TO CUSTOMIZE YOUR DRINK. WHETHER YOU'RE A SEASONED REGULAR OR A CURIOUS FIRST-TIMER, DECIPHERING THESE MARKINGS CAN ENHANCE YOUR EXPERIENCE BY ENSURING CLARITY ABOUT YOUR ORDER AND THE INGREDIENTS IT CONTAINS. THIS ARTICLE DELVES INTO THE NUANCES OF THE STARBUCKS CUP MARKING SYSTEM, EXPLORING ITS COMPONENTS, PURPOSES, AND HOW IT CONTRIBUTES TO CUSTOMER SERVICE EFFICIENCY.

UNDERSTANDING THE STARBUCKS CUP MARKING SYSTEM

STARBUCKS EMPLOYS A STANDARDIZED METHOD TO ANNOTATE CUSTOMER ORDERS ON CUPS. THIS SYSTEM INCLUDES SEVERAL ABBREVIATIONS AND SYMBOLS, EACH REPRESENTING SPECIFIC ELEMENTS OF A BEVERAGE SUCH AS SIZE, TYPE OF MILK, SHOTS OF ESPRESSO, CUSTOMIZATIONS, AND MORE. THE MARKINGS APPEAR AS A SERIES OF ABBREVIATIONS WRITTEN TYPICALLY IN BLACK MARKER ON THE SIDE OF THE CUP, ALLOWING BARISTAS TO QUICKLY AND EFFECTIVELY PREPARE DRINKS TO ORDER.

THE PRIMARY OBJECTIVE BEHIND THIS MARKING GUIDE IS TWOFOLD: TO COMMUNICATE THE CUSTOMER'S SPECIFIC PREFERENCES ACCURATELY AND TO STREAMLINE THE WORKFLOW WITHIN THE STORE. BY STANDARDIZING THE SHORTHAND, STARBUCKS ENSURES CONSISTENCY ACROSS ITS THOUSANDS OF LOCATIONS WORLDWIDE.

COMPONENTS OF THE STARBUCKS CUP MARKING GUIDE

A TYPICAL STARBUCKS CUP DISPLAYS INFORMATION ACROSS SEVERAL CATEGORIES, INCLUDING:

- **SIZE:** DENOTED BY ABBREVIATIONS SUCH AS "T" FOR TALL, "G" FOR GRANDE, "V" FOR VENTI HOT, AND "TR" FOR TRENTA (COLD ONLY).
- **DRINK TYPE:** USUALLY ABBREVIATED AS A CODE LIKE "L" FOR LATTE, "C" FOR CAPPUCCINO, OR "AM" FOR AMERICANO.

- **MILK TYPE:** THIS INDICATES THE TYPE OF MILK OR MILK SUBSTITUTE USED, SUCH AS “2%” FOR TWO-PERCENT MILK, “N” FOR NONFAT, “S” FOR SOY, “A” FOR ALMOND, AND “O” FOR OAT MILK.
- **SYRUPS AND FLAVORINGS:** MARKED BY ABBREVIATIONS REFLECTING THE FLAVOR, FOR EXAMPLE, “V” FOR VANILLA, “H” FOR HAZELNUT, OR “M” FOR MOCHA.
- **SHOTS:** THE NUMBER OF ESPRESSO SHOTS ADDED IS TYPICALLY WRITTEN AS A NUMBER (E.G., “2” MEANS TWO SHOTS).
- **CUSTOMIZATIONS:** ADDITIONAL NOTES SUCH AS “W” FOR WHIPPED CREAM, “X” FOR NO WHIP, “IC” FOR ICED COFFEE, OR “DR” FOR DRIP COFFEE.

THESE MARKINGS, WHEN COMBINED, PROVIDE A COMPREHENSIVE SNAPSHOT OF THE DRINK’S SPECIFICATIONS, ENABLING EFFICIENT ASSEMBLY AND REDUCING THE CHANCE OF ERRORS.

HOW THE MARKING GUIDE ENHANCES CUSTOMER EXPERIENCE

FROM AN OPERATIONAL STANDPOINT, THE STARBUCKS CUP MARKING GUIDE SIGNIFICANTLY REDUCES WAIT TIMES BY ALLOWING BARISTAS TO ORGANIZE AND PRIORITIZE DRINK PREPARATION. FOR CUSTOMERS, KNOWING THE MEANING BEHIND EACH ABBREVIATION HELPS AVOID MISCOMMUNICATION AND ENSURES THEIR BEVERAGE MATCHES THEIR EXPECTATIONS.

MOREOVER, THIS SYSTEM SUPPORTS CUSTOMIZATION, A HALLMARK OF STARBUCKS’ APPEAL. CUSTOMERS CAN REQUEST MODIFICATIONS—SUCH AS SWITCHING MILK TYPES OR ADDING EXTRA PUMPS OF SYRUP—WITH CONFIDENCE THAT THEIR PREFERENCES WILL BE CLEARLY COMMUNICATED AND EXECUTED.

COMPARATIVE INSIGHTS: STARBUCKS VS. OTHER COFFEE CHAINS’ ORDER SYSTEMS

WHILE STARBUCKS IS RENOWNED FOR ITS DETAILED CUP MARKING METHODOLOGY, IT’S INSTRUCTIVE TO CONSIDER HOW OTHER COFFEE CHAINS HANDLE ORDER CUSTOMIZATION.

SOME COMPETITORS EMPLOY DIGITAL ORDER SCREENS VISIBLE TO BOTH BARISTAS AND CUSTOMERS, MINIMIZING HANDWRITTEN NOTES. OTHERS UTILIZE SIMPLER CODES OR RELY HEAVILY ON VERBAL CONFIRMATION. HOWEVER, STARBUCKS’ BALANCE OF A PHYSICAL MARKING SYSTEM COMBINED WITH VERBAL ORDER CHECKS HAS PROVEN EFFECTIVE IN HIGH-VOLUME ENVIRONMENTS.

THE STARBUCKS CUP MARKING GUIDE’S VISUAL SHORTHAND IS PARTICULARLY ADVANTAGEOUS DURING PEAK HOURS. IT ALLOWS BARISTAS TO QUICKLY SCAN AND IDENTIFY ORDERS WITHOUT NEEDING TO RELY SOLELY ON MEMORY OR REPEATED VERBAL CUES, WHICH CAN BE ERROR-PRONE.

COMMON MISINTERPRETATIONS AND CLARIFICATIONS

DESPITE ITS UTILITY, THE STARBUCKS CUP MARKING GUIDE CAN SOMETIMES CAUSE CONFUSION, ESPECIALLY FOR NEWCOMERS. FOR INSTANCE, CUSTOMERS OFTEN MISREAD THE “V” ABBREVIATION, WHICH CAN STAND FOR BOTH VENTI SIZE AND VANILLA SYRUP DEPENDING ON CONTEXT. SIMILARLY, MILK CODES VARY SLIGHTLY ACROSS LOCATIONS, WITH SOME REGIONS INTRODUCING NEW MILK ALTERNATIVES THAT REQUIRE UPDATED ABBREVIATIONS.

BARISTAS OFTEN CLARIFY THESE POINTS VERBALLY, BUT FAMILIARITY WITH THE GUIDE CAN EMPOWER CUSTOMERS TO ORDER MORE CONFIDENTLY AND AVOID MISTAKES.

DIGITAL INTEGRATION AND FUTURE OF STARBUCKS CUP MARKINGS

AS STARBUCKS CONTINUES TO INNOVATE TECHNOLOGICALLY, THE ROLE OF PHYSICAL CUP MARKINGS IS EVOLVING. MOBILE ORDERING APPS AND DIGITAL KIOSKS ALLOW CUSTOMERS TO CUSTOMIZE DRINKS VIA USER-FRIENDLY INTERFACES, REDUCING RELIANCE ON VERBAL COMMUNICATION AND HANDWRITTEN NOTES.

NONETHELESS, THE CUP MARKING GUIDE REMAINS RELEVANT, SERVING AS A FAIL-SAFE DURING BUSY PERIODS AND AS A QUICK-REFERENCE TOOL FOR BARISTAS PREPARING IN-STORE ORDERS. FUTURE DEVELOPMENTS MAY SEE A HYBRID APPROACH WHERE DIGITAL CUSTOMIZATION DETAILS ARE PRINTED DIRECTLY ON CUPS ALONGSIDE TRADITIONAL MARKINGS.

TIPS FOR CUSTOMERS TO NAVIGATE THE STARBUCKS CUP MARKING GUIDE

- **LEARN BASIC ABBREVIATIONS:** FAMILIARIZING YOURSELF WITH COMMON ABBREVIATIONS CAN SPEED UP ORDERING AND ENSURE ACCURACY.
- **SPECIFY CUSTOMIZATIONS CLEARLY:** WHEN ORDERING, CLEARLY STATE ANY MODIFICATIONS TO AVOID MISINTERPRETATION IN SHORTHAND.
- **ASK BARISTAS FOR CLARIFICATION:** DON'T HESITATE TO ASK WHAT MARKINGS MEAN IF YOUR DRINK ISN'T AS EXPECTED.
- **USE STARBUCKS' MOBILE APP:** UTILIZE THE APP FOR PRECISE CUSTOMIZATION AND TO VIEW DETAILED INGREDIENT OPTIONS.

UNDERSTANDING THE STARBUCKS CUP MARKING GUIDE IS MORE THAN JUST A CURIOSITY; IT'S A PRACTICAL TOOL THAT ENHANCES COMMUNICATION AND IMPROVES OVERALL SERVICE QUALITY.

THE SUBTLE SYSTEM OF ABBREVIATIONS AND SYMBOLS CONTINUES TO PLAY A VITAL ROLE IN MAINTAINING STARBUCKS' REPUTATION FOR PERSONALIZED SERVICE, EVEN AS THE BRAND EMBRACES DIGITAL TRANSFORMATION. FOR BOTH CUSTOMERS AND BARISTAS, THIS BLEND OF TRADITION AND INNOVATION EXEMPLIFIES STARBUCKS' COMMITMENT TO DELIVERING A TAILORED COFFEE EXPERIENCE DAY AFTER DAY.

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