

# Evenings Overview



# Evenings Visitation Drivers

3 Interdependent and Essential Drivers:

- 1) **Atmosphere:** Conducive to the occasion; social, slow, comfortable, and relaxing yet sophisticated
- 2) **Food:** Warm, savory, small plates – supports Evening visitation and complements wine offering
- 3) **Wine:** Signals Evening, but must be grounded in overall experience

*We are a coffee house first. Evenings is stitched into the broader Starbucks experience.*



# Design Elements

## - Wine & Glass Display Shelves

### Display

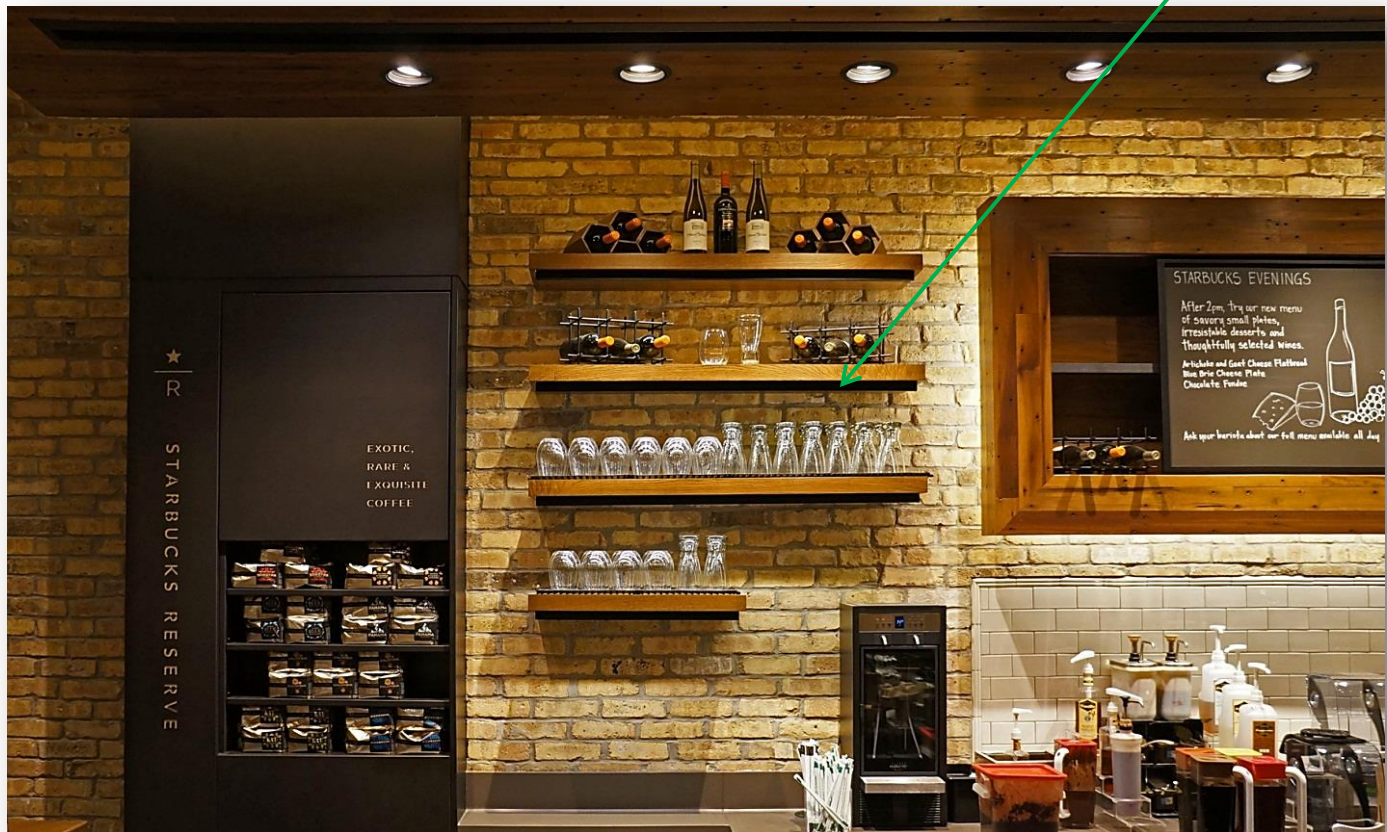
- Avoid “soldier displays – same bottle lined up tightly against each other
- Consider display from **different views** (front, back, and end)
- Example provided below from Brewery Blocks.
  - Visible when walking through entry door
  - Ordering at POS
  - and when sitting on side at sit-here bar next to Espresso



# Design Elements

## - Wine & Glass Display Shelves

Wine & Glass Display Shelves are located either: 1) adjacent to but not blocking Reserve, 2) hanging free from the ceiling, or **3) placed on the back wall.**



# Plan Study

## - Summary

Summary: Evenings **design** and **functional elements** are layered into all of the 3 main store zones. Evenings is stitched into the broader Starbucks experience (additional details on following slides). **Black Siren** and **umbrellas** to be used.

### 1) Café

- Large, varied seating areas for multiple groups
- Tasting table area
- Bussing station
- Enhanced evening lighting
- Menu board

### 2) Engine/ BOH

- Engine Modifications to support product offering
- Wine bottle and glass shelving displays
- Incremental equipment to support storage, refrigeration, and dishwashing needs

### 3) Patio

- Patio Space for outdoor Evenings experience

