

Your Coffee Training Partner for Hospitality Agencies

Who We Are

BaristaSource is a national leader in specialty coffee education. We exist to make high-quality coffee training accessible for hospitality agencies, hotels, and food & beverage organizations that need skilled baristas and coffee service staff. Our focus is on delivering hands-on, practical training that improves guest experience, reduces turnover, and saves your team valuable time.

Licensee Training Support

Many hospitality agencies manage staffing for brands with licensee agreements, such as hotels, universities, and corporate cafés. BaristaSource specializes in adapting our curriculum to align with brand requirements. Whether your client operates a Starbucks licensee, a hotel café program, or another branded concept, we ensure staff are trained to meet brand standards while maintaining operational excellence.

Our Services for Hospitality Agencies



Group Training for New Hires (3–4 days)



Custom Coffee Programs for hotels, restaurants, and cafés



Licensee Program Training for brand compliance and excellence



Ongoing Support: refreshers, advanced workshops, consulting



Recruiting & Placement: job-ready graduates available for your clients



Why Hospitality Agencies Partner With Us

Hospitality agencies don't just need workforce development — they need a trusted training partner who can seamlessly support their clients' staffing needs. BaristaSource provides:

- On-Demand Coffee Training: espresso, brewing, customer service, café operations
- Standardized Curriculum: consistent training across all locations
- Quick Upskilling: confident staff from day one
- Credentialed Certification: professional recognition for your placements
- Flexible Delivery: Atlanta facility, on-site, or virtual

The BaristaSource Advantage

- Save time and resources by outsourcing training to a coffee education specialist
- Ensure client satisfaction with highly trained staff
- Strengthen your agency's value proposition by adding coffee training to your offerings
- Partner with a trusted name already helping coffee shops, hotels, and workforce programs nationwide

Cost Comparison: In-House vs BaristaSource

Cost Category	In-House Training	BaristaSource Training
Trainer Salary (pro-rated)	\$5,000	\$0
Manager/Supervisor Time Lost	\$3,000	\$0
Training Materials & Supplies	\$2,000	\$0
Turnover Inefficiency	\$2,000	\$0
Travel/Logistics	\$500	\$0
Trainee Costs (10–12 staff)	\$1,500–\$2,500	Included
Total	\$14,000–\$15,000+	\$12,500 (base package)

Result: BaristaSource mirrors in-house training costs while saving agencies time, resources, and management overhead — delivering certified, brand-standard training without disruption

Let's Partner

Hospitality agencies choose BaristaSource because we understand the importance of both speed and quality. We are not just building a workforce — we are strengthening your client relationships by making sure every cup of coffee served reflects professionalism and care.

Let's talk about how BaristaSource can become your agency's coffee training partner.

Package	Duration	Location	Trainees	Price
Base	3–4 days	On-site or Atlanta	Up to 12	\$12,500
Expanded	5–6 days	On-site	Up to 20	\$18K–\$20K
Premium	7–8 days	Multi-location	20–30+	\$25K–\$30K+

Base Package Includes:

- Espresso, brewing, customer service, café operations
- Includes certification and training material

Expanded Package Includes:

- All Base features
- Adds licensee standards integration
- Digital materials for ongoing use
- 1 virtual refresher session
- Priority scheduling

Premium Package Includes

- All Expanded features
- Adds compliance training & audits
- Virtual training library (1 year)
- 2 follow-up refresher sessions
- Dedicated training manager for the agency

Let's partner to help your participants achieve sustainable employment.

Contact Us
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