

**9 Easy Steps**  
**to Starting a**  
***Coffee Program* at**  
**Your School**

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# School Coffee Programs: An Introduction

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*Why are thousands of schools across the nation implementing coffee programs?*

For starters it can have an immediate impact on profits, meal participation, and student engagement. But to implement a successful coffee program you need a plan, resources, and a supportive team.

This guide lays out the benefits, strategies, and the 9 step-by-step instructions to get a successful program up and running. With this guide, you'll spend less time stewing and more time brewing.

**Let's get started** →



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# Why You Should Have a School Coffee Program

Let's start off by addressing the elephant in the room here—is coffee healthy for kids? High level... Coffee, in moderation, is as healthy as it is delicious. But here's what medical experts have to say:



According to Medical News Today, teenagers already use caffeine, with **83%** drinking caffeinated beverages daily.



In addition, **37%** of 13 to 18-year-olds drink coffee.

## *Some additional coffee benefits to consider:*



**Classroom participation grows** from an extra kick of morning caffeine



**Milk consumption surges** since most students prefer a splash in their coffee



**Meal participation increases** for students who want to pair their drink with breakfast

When your school is the primary source of java joy through a coffee program, your facility will experience additional benefits beyond just a healthier diet...

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At the end of the day, ROI is always top of mind. How much revenue will a coffee program really drive?

**Consider this.**

The average coffee drinker has three cups a day, and the average cup of coffee is nearly \$5—specialty lattes can bring in even more—according to Insider. While the number of cups per day would be lower for students, it still shows potential revenue opportunities as students and staff consume coffee **before, during, and after school.**



**Why let coffee shops and external vendors profit off your students & staff when you can offer a more convenient coffee program at your school?**

**Keep in Mind:**

Students who drink coffee will be more inclined to grab a breakfast treat to go with their drink. You can also streamline the coffee program by bundling coffee with breakfast items, so students buy both at once.

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# Increase Milk Consumption

Often, many students struggle to meet the recommended daily intake of milk, particularly as they get older. However, by introducing a coffee program in your school, you can help increase milk consumption among your student body. Even those who might typically avoid drinking milk may be more inclined to give it a try when it's presented as an option to add to their coffee.

Check out a few popular coffee drinks that contain milk.



**Coffee with a Splash of Milk:**

Add as little or as much as you like—or substitute almond milk or another healthy alternative



**Cappuccino:**

Coffee or espresso with an equal amount of steamed milk and froth



**Latte:**

Coffee or espresso with steamed milk, topped with froth



**Mocha:**

Coffee or espresso with dark chocolate, steamed milk, and whipped cream



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## Boost Teacher and Staff Satisfaction

Coffee isn't just for students. Teachers can also enjoy a cup of liquid energy to get through the day. Having convenient access to coffee will improve your teachers' mood and overall job satisfaction. It may even attract new teachers who see the coffee program as proof of your school's teacher support system.

***Coffee offers a wide number of benefits to adults.***

A few health benefits for adult coffee drinkers include:

- Energy boosts from caffeine
- Lower risks of both type 1 and type 2 diabetes
- Improved brain health
- Better weight management
- Lower risk of depression
- Healthier liver function
- Supported heart health

Once you're ready to build a coffee program in your school, follow the next nine steps to ensure a smooth start.

# The 9 Easy Steps to Starting a Coffee Program at Your School

## Step 1: Get Approval

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Before diving headfirst into a coffee program, the school administration must sign off on the plan. Then, your administrators will provide outlines and rules for the program. Here are some questions to consider when talking to your administrators:

- How will you collect payment for the coffee?
- What type of income is it?
- How can you use the profit?
- What will you serve with the coffee?
- What drinks can you serve to which students?

Ask your administration for guidelines on campus programs so you can consult those rules while crafting your plan. That way, it will run without interruption, and you'll have the full support of the school's executives.

**Use the benefits above to present your case for a coffee program. You'll also want to outline the potential return on investment of the program.**

## Investment in the Program

The coffee program will require an upfront investment and ongoing costs. However, these are very minimal compared to the return from coffee sales.

Coffee isn't expensive to purchase for the program. Additionally, you'll use milk, which you already buy for your school's meal program. That leaves paper products like cups, napkins, and straws. These are also affordable to purchase and replenish, resulting in a low startup cost.

If you are selling more than basic coffee, like adding lattes to the menu, then you'll have added expenses like milk frothers, syrups, and an espresso machine. However, most programs don't add those expenses until they begin generating revenue from the initial coffee program implementation.



## Step 2: Get the Hubert Cool Beans Coffee Kit

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The Hubert Cool Beans Coffee Kit makes a school coffee program convenient and easy to build. The kit has everything you need to get started so you can skip the time and resources you would have spent researching and shopping for individual pieces.

We offer several different kits that remove the guesswork. We have everything from equipment, to signage, to disposables like cups and filters to promote and run a successful coffee cart program.



# What's Included in the Cart

Here's what you get in the Hubert Cool Beans Coffee Cart:

- **Steel wire cart:** Take the coffee program out of the cafeteria with a coffee cart that fits all the essentials. It's easy to push down the hall or set up in strategic areas within the school.
- **Wire cart steel top:** Turn your wire cart into a workspace with a steel top.
- **Ice caddy:** It moves alongside the wire cart, so you can always access frozen ice cubes.
- **Cold brewer and dispenser:** This 3-gallon brewer and dispenser hold the beloved coffee classic in a large container. You can prepare your cold brew ahead of time in the brewer, then take it on the go on your mobile cart.
- **Stainless steel double jigger**
- **Ice scoop**
- **Cart panel kit:** This decorative kit includes three panels to style your cart, plus grommets to secure it to your cart's sides and front.
- **Retractable banner:** Draw kids to the coffee cart with this eye-catching retractable banner.

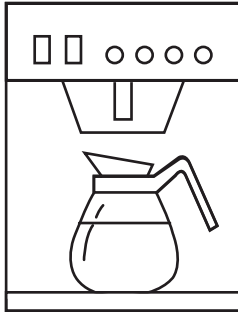


- **Cold brewer wrap:** Create a unified appearance with this matching wrap. It turns your cold brewer and dispenser into a recognizable piece of your coffee program ensemble.
- **Coffee brewing accessories:** Our assortment of coffee equipment and supplies includes everything you need, from coffee bean grinders to brewers and urns, so that you can offer students convenient and portable coffee options.

# Step 3: Build a Supplies Checklist

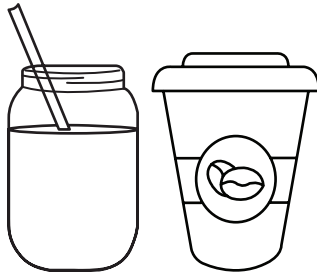
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Once you have your kit, you can move on to additional supplies for brewing and serving coffee to students and staff. Use this checklist to create a customized list for your school's needs.



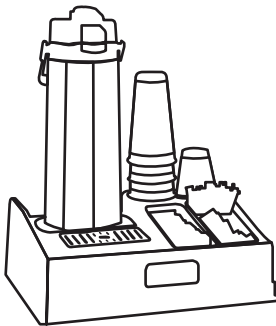
## Brewing Equipment

- Espresso machine with glasses
- Hot water dispenser
- Airpots or thermal pitchers
- Blenders (for frozen drinks and smoothies)



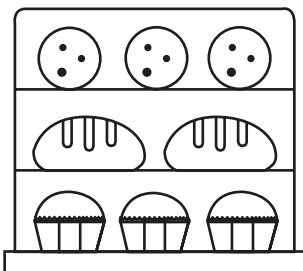
## Paper Supplies

- Hot drink cups (small, medium, and large)
- Cold drink cups (small, medium, and large)
- Lids for all cup sizes
- Sleeves for hot drink cups
- Straws
- Stirrers
- Napkins



## Consumable Supplies

- Coffee (Espresso, hot coffee, cold brew coffee)
- Syrups (Sweeteners and syrup flavors)
- Creamer
- Milk
- Whipped cream (or heavy cream and whipped cream canisters)
- Sugar packets



## Other Items

- Drink recipes
- Menu board
- Food and snacks (consider partnering with your breakfast cart)
- Bakery display cases

## Step 4: Create your Menu

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To attract students to your coffee program, you must start with a menu that entices them and offers the caffeinated options they want. So, start small and add menu items as your team learns how to craft each of these beverages.

As your program grows, here are some items to consider adding to your menu and tips for creating a menu your students will keep returning to.

### Offer Health-Conscious Options

Coffee is healthy when paired with milk, but can easily become a dessert when layering it in syrups and whipped cream. So, while you can offer some sweet options, focus on healthier drinks that promote smart choices.

Some ways to build a health-conscious menu include:

- Limiting sugar in drinks
- Using non-sweet flavors (cinnamon, nutmeg, unsweetened cocoa)
- Offering sugar-free syrups and coffee
- Providing low-fat and non-fat options
- Offering caffeine-free drinks

Consider this: Remember those with dietary restrictions, such as dairy allergies. You might offer oat milk or coconut milk as alternatives so they can still enjoy the lattes with their classmates.

### Provide a Variety of Drinks

Coffee comes in many forms beyond iced and black. You can provide lattes, macchiatos, cappuccinos, and flavored coffee. That way, students can enjoy the benefits of coffee and milk without the strong flavor of black coffee. Also, don't forget the basics such as different roasts. You can offer everything from a blonde to a dark robust roast to suit taste preferences among staff and students.

### Promote Tea and Other Hot Beverages

Your coffee cart has all the necessary equipment to offer other beverages. Consider expanding your coffee program to serve hot or iced teas, hot chocolate, lemonade, etc.

### Keep the Teachers in Mind

Teachers will also utilize this program. While not many 10-year-olds will order a double espresso shot, the teachers will surely appreciate the quick energy shot between classes.

# Step 5: Build Out Your Serving Plan

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## 01

### How will you get the coffee to your students?

While this question seems relatively simple, several options and considerations exist. Ultimately, your decision will rely on your staff and their capabilities, like if you use student staff.

Answer these questions to build out a logical plan that's feasible for your staff and school's capabilities.

## 02

### When Will You Be Open?

Plan your coffee program hours. Will you only offer coffee during breakfast hours? Or will the cart be available throughout the school day or during after-school programs?

Keep your hours consistent so students and faculty can plan around those hours.

## 03

### Where Will You Set Up Your Cart?

Are you going to set the cart up in one location and leave it there all day? Or will the cart move throughout the day to strategic high-traffic areas?

Hubert has seen the best success from programs that use a mobile coffee cart. You don't want to limit your coffee program to the cafeteria, as you'll miss most of your prospective customers. Instead, you want to find ways to take the cart to the hallways and classrooms.

## 04

### How Will You Deliver Drinks?

One benefit of having a mobile coffee cart is the ability to deliver drinks. However, you'll need to develop a system to deliver those drinks if you accept online or phone orders. You might consider navigating the cart from classroom to classroom, or determine one prominent location to setup shop.

## Step 6: Determine Your Work Staff and Training Procedures

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One major roadblock for schools in implementing a coffee program is staffing. This is especially a concern today when many schools struggle with staffing shortages. Coffee programs work with the staff you have. They just require training and support.

The ease of the coffee program means all these roles can be fulfilled by one person:

- Inventory management
- Money management (Cashier, balancing the ledger)
- Taking orders
- Coffee brewing
- Serving
- Cleaning the cart and equipment

### Option 1: Use Current Staff

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Your current staff can help run the coffee program. Those that serve breakfast and other meals would be your greatest support group since they could sell coffee alongside the other snack and beverage options the school provides.

Start by training your staff. This will help them learn the process of brewing drinks, serving the students, and cleaning the coffee equipment.

### Option 2: Train Your Students

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Your older students will support your staff in the coffee program. They can also learn how to brew drinks, move the cart, and serve students—which is a real-world business experience and skill development opportunity.

The revenue you generate from the coffee cart will help compensate the coffee cart student workers.

While your younger students probably won't be crafting French vanilla lattes, they can help with the program in smaller ways. For example, younger students can assist older students and staff with the cleanup.

Enlisting the help of students provides an excellent way for students to gain real-world work experience. They'll also learn essential life skills like money management, organization, sanitation, and health.

## Step 7: Refine, Refine, Refine

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Nothing is perfect the first time. Even when you roll out your cart, you'll still be working on refining the program.

For best results, start small. You don't have to have over a dozen menu items, a full working staff, and twenty cart locations. Your first day might only have one location and two menu items. That's a great start.

From there, you'll learn what works and what doesn't. Then, as your current program runs smoothly, you can add students and staff and increase your menu.

When in doubt, give us a call! Your success is our success and our knowledgeable experts can assist in helping your coffee program run as smoothly as possible!



## Step 8: Market the Coffee Program

Marketing will be crucial for your success. Why should students choose your coffee program over their favorite coffee shop? And how will they know where you'll be and what you offer? Marketing will hype up the program, so students are excited about it and participate. Look at popular coffee shops to find creative ways of reaching your students. Then come up with some of your own ideas.

Here are some ideas to get you started.



### Brand your Coffee Program

Your coffee cart will see greater success with unique and eye-catching branding. Luckily, the Hubert Cool Beans Coffee Kit comes equipped with an upbeat and energized brand to kickstart your program with a branded design.



### Use Signage

Your Hubert Cool Beans Coffee Kit comes with some signage that attracts and promotes the coffee cart. However, you don't have to stop there.

Create additional signage like posters, flyers, and digital signs around the school. The signs can give students the hours, location(s), and menu items so they can find and order their favorite drinks.





## Post on Social Media

Research shows that 35% of U.S. teens are constantly on at least one social media platform. Use your school's social media account to promote the coffee program, or create a social media account for the coffee program.

You can introduce new menu items, promote open job positions, and get students excited about seasonal drinks (like the fan-favorite pumpkin spice latte).



## Use School Media

If your school has a paper, T.V. show, or radio show, you can use these channels to promote your coffee program. You can also offer special discounts for students that saw the ad in the paper to monitor how well these channels work in promoting your program. If your school has a P.A. system, you can add a coffee promo to the announcement lineup, so students know where to find you.



## Encourage Word-of-Mouth Marketing

Word-of-mouth marketing is one of the most effective forms of marketing because it adds a personal testimonial to your products—and students trust the peers they know.

Encourage word-of-mouth recommendations through referral programs and discounts.



## Market to Parents

Even though students and teachers are your primary customers, you'll also want to market to parents. Parents will have questions—and concerns—about the coffee program.

To ease parents' fears and gain their support, share health information about moderate coffee consumption on the social media page and parent newsletters.

## Step 9: Reinvest your Profits

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### **Pro Tip:**

Continually evaluate the program to find ways to boost your profits without compromising on the program's quality.

You won't have to wait too long before you see profits begin to come in from your coffee program. Create a plan to use the profits, such as covering overhead costs, growing the program, and paying workers.

You might also want to use some profits for parties and other incentives to thank those that have made the coffee program possible.

With a plan in place, you'll see steady growth and profits from your school's coffee program.

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# Get Started Now and Receive Free Expert Advice

A coffee program is possible for nearly every school. With the support of Hubert's Cool Beans Coffee Kit, you can be up and running with minimal investment.

Take advantage of a few free resources and next steps to launch your coffee program.



**Buy the Cool Beans Coffee Kit**  
Visit: [Hubert.com/coffee-kit](http://Hubert.com/coffee-kit)

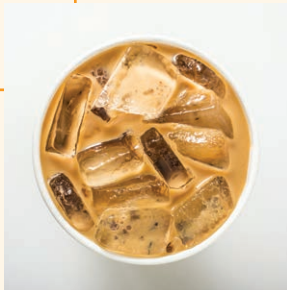


**Connect with an Expert for Free Consultation**

Call: 1-800-543-7374

Email: [education@hubert.com](mailto:education@hubert.com)

## More Resources for You:



**[Watch Video]:**  
Experts Talk About the Cool Beans Coffee Kit

Visit: [youtube.com/coffee-kit](http://youtube.com/coffee-kit)



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