

How to talk about our coffee's

It is no longer Strava that roasts our coffee!!! We are now Blue Sparrow Coffee Roasters. The only Strava coffee we carry is CBD. We have sourced the coffee, developed the profile, and blended it on our own. When people ask we can say:

“We roast our own coffee, and share a facility with Strava”

And if they ask who it's okay to say the roasting team is so you don't know them

HEADLINER - First up on the list is our new house Espresso, it's called headliner because it's the main show! It's a 50/50 blend of Colombian and Ugandan. There's going to be a little more fruit and nuance compared to what we currently have. This will also be a great coffee for people to brew at their home if they're looking for something a bit darker than Blake, and Platte but not our darkest option

BLAKE ST - This is going to be our lightest roast, it's a blend of a natural processed Uganda and a washed Guatemalan. We will use for filter coffee, maybe Japanese iced coffee, and recommend for people who like their coffee without cream or sugar.

PLATTE ST - This is another coffee designed primarily for filter brew, it's a blend between Colombian and Guatemalan. It's going to be a touch more developed and have notes that can pair well with milk, but equally great on its own

BROAD STROKES - This is a fairly unique blend that we've been working on for a long time. We roast two different coffees at two different roast profiles and then blend them together to get the most balanced cold brew we can make. We are no longer going to have to mix two different coffees to make cold brew because. This will also allow us to sell it to our customers who want to make a killer cold brew at home. Also, a great recommendation for those looking for an espresso roast or a darker roast coffee. This is our darkest roast

LOW PRESSURE - This is a Colombian coffee that's decaffeinated using the sugarcane process. It's a bit darker roasted (like most decaf coffees) and will be our house decaf espresso as well as a good option for anyone who's looking to buy decaf whole bean coffee.

Coffee FAQ

It's common for people to want guidance when choosing coffee, the two most important things to understand before recommending something are “do you like or dislike fruity coffee? And “do you like lighter or darker roasted coffee?” They have done studies and people are very good at discerning fruity coffee and it's the most polarizing taste. If they do like fruity coffee you can recommend Blake Street or Headliner, if they don't like fruity coffee then steer them towards Platte Street or Broad Strokes. Broad Strokes is our darkest coffee, Headliner is our second darkest and similar to Courage.

Menu FAQ

We see a lot of the same questions and it's important we answer them word for word to frame the drink in the same way we designed it. Memorize the answers below so you will always be prepared to answer smoothly and consistently.

What espresso do you use?

We use Headliner, it's our own blend designed specifically for our drinks. It's a 50% / 50% blend of Colombian and Ugandan.

Barista Note: if someone orders an espresso, we never ask if it's for here to-go, we just assume it's for here. If we make it for them and then they say they wanted it to go, then you can just quickly dump it into a to-go cup. It's important you do this without any attitude whatsoever. *It is a very important part of your job as a barista at BSC that every guest should always feel welcome.* If someone specifies an espresso to-go upfront, put it in a to-go cup. There's no reason to judge them or give them attitude. We want to subtly encourage them to stay, but we don't want to be pushy or have a bad attitude about it if they want it to-go.

What's a Cortado?

It's roughly equal parts espresso and milk served in a small glass with soda water.

What's a Flat White?

It's a small latte made with micro foam.

Barista note: It's popular in Australia, and Fiona could never find a good one in the US after moving here from Australia, so we opened Blue Sparrow!

What chocolate do you use in the mocha?

We make our own chocolate sauce using DAR chocolate, it's not super sweet

What's a Long Black?

It's similar to an Americano, but it tends to be a bit stronger and should have a layer of crema on top.

What matcha do you use?

We use an organic first and second flush matcha from Kagoshima, Japan. We can make it sweet or unsweetened.
(kah-go-shee-mah)

Barista Note:

Our matcha is from Kagoshima, Kyushu Island, Japan. It's organic first and second harvest matcha. The earlier, the harvest, the better, the quality. The traditional cultivation of tencha requires shading the tea garden for 3-4 weeks prior to harvest. This elevates chlorophyll and enhances L-theanine and other stimulating amino acids responsible for matcha's unique bounty of energy. We never say that is sweetened with powdered sugar. We just say sweetened. It took Jeffrey a long time to find a good sweetened matcha recipe and we want to keep that to ourselves.

What is a Golden Latte?

It's a caffeine-free latte made with a turmeric spice blend and sweetened with coconut sugar.

What chai do you use?

We make our own chai, it's a little sweet, a little spicy and it can vary a bit from day to day since it's made from scratch

What is Japanese Iced Coffee?

We brew a concentrated hot coffee and then flash chill it--persevering the more subtle nuances of the coffee

What is Made for Milk Iced Coffee?

It's a traditional iced coffee made with our batch brew that's great on its own and perfect for milk.

Barista Note: This is the only item on the menu that I'm actually okay with us running out of. It's a limited availability product and if anyone asks questions about it, you can let them know that it is limited availability and that's the way we keep the cost down an example below:

Customer: Can I get a Made for Milk?

Barista: Sorry we're out today.

Customer: You're always out, why is that?

Barista: Yeah it's limited availability, that's how we keep the cost down. We have it most mornings but can sell out quick, usually before noon...

What kind of kombucha do you carry?

We use Cliffhouse, they have been making kombucha in Colorado since 1985.

What is BSC Iced Tea?

It's our own custom black iced tea, it's a secret recipe and only 3 people know the exact recipe.

How much CBD is in Strava CBD Iced Nitro Coffee?

15mg of broad spectrum hemp CBD in a 12oz and 20mg in a 16oz

Do you have pour overs?

We dial our coffee in every day, and found we could make better coffee using our Fetco so we have that instead of pour overs. We have [coffee number one] and [coffee number two] right now

Barista Note: Most people think pour overs are somehow better but that's not true. Our fetco is much more consistent than any pour over could be. What pour over's really offer over drip coffee is variety, we can't have 10 pots of coffee brewed up at all times, but we can have 10 whole bean coffees dosed out waiting to be made on pour over. Our space is so small pour overs would be very hard to do well. The other reason people tend to think they are better is because coffee shops tend to cut corners when making drip coffee, they don't put all the effort in like we do so people can assume our drip coffee isn't the best.

What do you recommend?

This is a bit trickier; we want to better understand their preferences to help us narrow it down and recommend something they will hopefully like, you should ask 3 questions before making a recommendation—in this order: Caffeine or no caffeine? Hot or Cold? Sweet or not sweet? Once you have those answers feel free to confidently recommend something in line with their answers

Caffeine Content in drinks:

Espresso & all espresso based drinks

18g/45g 120mg

20g/45g 140mg

Filter coffee

8oz 150mg

12oz 230mg

16oz 300mg

Matcha

8oz 60mg

12oz 90mg

16oz 120mg