

La Marzocco Café Resident Application FAQs

La Marzocco Café – Background

What is the La Marzocco Café and Showroom?

The La Marzocco Café and Showroom opened in April 2016 in Seattle. It is located on the Seattle Center campus inside the home of the independent radio station KEXP. It is open daily to the public, operating as a neighborhood café. The café and showroom is unique in that it is designed to serve as a platform to showcase the diversity and creativity of specialty coffee.

Each month, a new “resident” takes over the café in order to present their vision of coffee service. Residents provide or curate the coffees that are served, design the complete menu (every item and every ingredient, also including condiments and supporting food items), select the equipment that will be used during their residency, design supporting bar flow, and train our team to execute the coffee program.

The La Marzocco café and showroom is one of the few places in the world where people can experience and connect with the legacy and history of La Marzocco, up-close and personal. There three main attributes of the café:

A neighborhood café, open daily to the public:

The café features the talents and perspectives of the world’s leading coffee brands. The café serves as a stage for renowned coffee professionals to showcase their work, and to share their expertise with the public. Premiere coffee brands from across the US and around the world are featured in rotating residencies throughout the year.

A destination for La Marzocco Home:

The La Marzocco café and showroom is **a destination for home coffee enthusiasts**. It features La Marzocco Home products, home barista trainings, scheduled demonstrations, community events, and more.

A place for learning and discovery among the coffee community:

From this venue, we strive to bring the coffee community together, with the goal of facilitating discussion, learning, and discovery – all in a unique, dynamic space.

What is KEXP?

KEXP is a dynamic arts organization that provides rich music experiences on the air and online. KEXP is more than a radio station; it is an eclectic nonprofit arts organization that



serves music lovers, artists, and the broader community. KEXP enriches people's lives by championing music and discovery, with a relentless focus on curatorial excellence. Their vision is a world where music connects and inspires people everywhere.

Like La Marzocco, KEXP is a beloved global brand with Seattle roots. Both brands inspire enthusiastic audiences and loyalists who are passionate about music culture and coffee culture. With a shared passion for artistry, discovery, and self-expression, KEXP is the ideal partner for La Marzocco.

Why does this café exist in Seattle?

Seattle has been a critical location in the inspiration and growth of the specialty coffee movement. While La Marzocco is an Italian company, we have deep roots in Seattle. A key part of our team includes Seattle-based leaders who helped build the foundation for the specialty coffee movement that started in Seattle, and spread around the world.

As a leader in the espresso industry, we are committed to continuing to provide an outlet for ongoing exploration, and Seattle is a natural home for that.

Is La Marzocco going to open more retail experiences like this?

The La Marzocco café and showroom is far more than just a café. It is a destination for coffee enthusiasts to experience and connect with La Marzocco, and encompasses not only a café, but also rotating exhibits, community events, programming for home coffee enthusiasts, and more.

This café is meant to serve as a vehicle to communicate the breadth, creativity, and diversity of coffee culture today. We feel that a really effective vehicle for doing this is through an operating café that features the talents of great coffee brands and the talents of exceptional coffee professionals.

The café located in Seattle, within the home of independent radio station KEXP was a unique opportunity. We don't have plans to open any other café-type spaces, and don't have any current plans for additional showrooms.

La Marzocco café Partners in Residence

What is the "Partners in Residence" program?

The café is unique because the coffee program changes each month. Coffee companies, or individuals from around the world are selected for one-month residencies during which they curate the coffee and menu and service experience for café guests. La Marzocco staff execute each unique coffee program, but the partner designs it entirely. Partners in



residence are selected for their unique perspectives on specialty coffee, and for the educational and other programming that they integrate into their residency. Our hope is that each resident can engage the coffee community and the public in workshops and other educational opportunities to help tell the stories of their coffee, their processes, their approach, and more.

How were the residents selected in the first year of the café?

The café represents our first foray into retail. There were many unknowns as we began our first year – including not knowing how busy the café would be, whether the public would embrace a service experience that would change each month, and whether we – and the partners in residence – could actually pull off changing coffee service each month. As a result, we proactively selected the first 12 residents, since we knew there would be adjustments to be made along the way, and that it would take some work to execute on the vision of rotating coffee service. The first slate of residents were selected to showcase global and domestic diversity – diversity of size, geography, and specialty coffee perspective.

In the second year, we are implementing an application process that will allow anyone to apply to be a resident.

Applying to be a Partner in Residence

What are the criteria for being selected as a Partner in Residence for the 2017-2018 cycle?

Applications will be evaluated using these criteria:

1. The applicant's unique perspective within specialty coffee, how their perspective is creatively expressed in their application
2. The overall diversity of the set of 2017-2018 residents (perspective, company size, geography – international and domestic)
3. The completeness of the application
4. The applicant's ability to commit to being in Seattle to train our team in the days before and after the residency begins.

What are the dates of the 2017-2018 residencies?

As the year goes on, we occasionally make adjustments to the residency dates due to scheduling conflicts with KEXP, holidays, or events at Seattle Center. The dates for the 2017-2018 residencies are currently planned as follows:

1. May 2 – May 30, 2017
2. May 31 – June 26, 2017
3. June 27 – July 31, 2017
4. August 1 – August 28, 2017

5. August 29 – September 25, 2017
6. September 26 – October 30, 2017
7. October 31 – November 27, 2017
8. November 28 – January 2, 2018
9. January 3 – January 29, 2018
10. January 30 – February 26, 2018
11. February 27 – March 26, 2018
12. March 27, 2018 – April 30, 2018

Can I choose the date I want to be a resident?

There is a field in the application where you can state your preference, and any dates that will *not* work for you. We will do our best to accommodate requests, but cannot guarantee you will receive your first choice of dates, if selected.

When is my application due?

Applications need to be completed by January 31st, 11:59pm Pacific Standard Time.

When will I hear if I've been selected as a resident?

All applicants will be notified of the status of their applications by March 1, 2017.

The application instructions and selection criteria include creativity and perspective. What does that mean? What are some past examples?

We have profiled each resident to date on our blog, including their menus. Here are links to each of those profiles to give you an idea. You can also read through the café Instagram feed: <https://instagram.com/lamarzoccocafe> to see what residents have done to date.

Stumptown Coffee Roasters (Portland, OR)

- [Stumptown Interview](#)

G&B Coffee (Los Angeles, CA)

- [G&B Preview](#)
- [G&B Visual Menu](#)
- [G&B Menu](#)
- [G&B Interview](#)

BUNA (Mexico City, Mexico)

- [BUNA Preview](#)
- [BUNA Visual Menu](#)
- [BUNA Menu](#)
- [BUNA Events & Programming](#)
- [BUNA Interview](#)

Campos Coffee (Sydney, Australia)

- [Campos Preview](#)
- [Campos Visual Menu](#)
- [Campos Menu](#)
- [Campos Interview](#)

Counter Culture Coffee (Durham, NC)

- [Counter Culture Preview](#)
- [Counter Culture Visual Menu](#)
- [Counter Culture Menu](#)
- [Counter Culture Events & Programming](#)
- [Counter Culture Interview](#)

Intelligentsia Coffee (Chicago, IL)

- [Intelligentsia Preview](#)
- [Intelligentsia Visual Menu](#)
- [Intelligentsia Menu](#)
- [Intelligentsia Interview](#)

Panther Coffee (Miami, FL)

- [Panther Preview](#)
- [Panther Visual Menu](#)
- [Panther Menu](#)
- [Panther Interview](#)

Pilot Coffee Roasters (Toronto, ON, Canada)

- [Pilot Preview](#)

What if I want to do <insert big, wild over-the-top idea here> for my residency?

Great! Tell us what you would like to do. We want to be surprised, and we want to make big, wild, over-the-top things happen. Challenge us to make it real.

Don't feel limited by what you find on the form. If there are additional equipment items that will help you recreate the experience that you create in your own café(s), we want to make it happen. In our first year, supplemental equipment included everything from a horchata machine to a waffle-maker to a basketball hoop. Tell us what you need to have on hand to make your residency successful.

Do I need to be in Seattle for the residency, and/or do I need to send staff to work at the café during the residency?

The most successful residencies have been those where the leaders/trainers from the resident's company have been with our team in Seattle for the five days before the launch, and the five days after the launch. Priority will be given to resident applications that can



commit to being in Seattle during those 10 days (Thursday prior to launch until Saturday, following Tuesday launch).

Do I need to send staff if I am selected as a resident?

Our café team – a team of more than 10 highly experienced baristas – will be trained on your coffee program, and will present it throughout the period of your residency. Some past residents have used their residencies as a development opportunity for their staff, and have sent team members to work alongside our team in Seattle for a few days, up to more than a week. We welcome your team members to come and work with us, but it is not required.

We have found that the most successful residencies have been those that have included an owner/leader/trainer working in person to train our team in the days leading up to, and immediately following the launch of their residencies. Applicants who can commit to having a trainer in Seattle to work with our team will be given special consideration in the selection process.

I have a question that was not answered in this document. Who can I ask?

Please email Amy Hattemer with any additional questions – amy@lamarzocco.com.