

# Drive-thru coffee shop gives convenience for caffeine drinkers

Story by Nichole Chivers

The Human Bean, Fountain Hills' only drive-thru coffee stop, started brewing and blending coffee here on April 14.

Located just before the Beeline Highway (Route 87) on Shea boulevard, Owner Jeff Torkelson wants this location to attract the Beeline traffic.

"Coffee is an emotional thing," Torkelson said, "People need their coffee."

The Human Bean's baristas are ready and waiting to whip up delicious smoothies, pour freshly brewed coffee and offer Chompie's baked goods every day of the week.

Take 5 gives 5 Good Reasons to visit The Human Bean.

## No. 1 - Convenience:

While Starbucks brought back the coffee shop atmosphere, The Human Bean's double drive-thru windows allow customers to make a quick stop for their daily caffeine.

Located on opposite sides of the building, these drive-thru windows minimize customer wait time while maximizing business potential.

"When one side backs up, people can just drive around

to the other side," Torkelson said.

The Human Bean in Fountain Hills is the first location for Torkelson and his partner, but not the last.

"We plan to open 12 other sites," Torkelson said.

Coffee lovers can look forward to more of The Human Bean around the state providing express coffee and customer convenience.

## No. 2 -Customer Loyalty:

The Human Bean is a customer-friendly franchise.

The Human Bean's espresso punch card offers frequent buyers a free cup of coffee.

Every time a customer buys a drink, the barista will punch his or her card.

After 10 punches, the 11th drink is free.

While the punch card provides a daily incentive to visit this location, special offers also occur during the week.

Every Tuesday is an opportunity to receive a drink discount.

With The Human Bean car decal or antenna topper, customers can receive \$.25 off their drink every Tuesday.

"Our loyalty program offers customers a 10 percent discount," Torkelson said.

Every Wednesday is double punch day.



Regional Manager Brandi Rokke and Luke Wagner, shift leader, serve customers through one of two drive-thru windows at The Human Bean.

The Human Bean's barista will add an additional punch for free.

Also available are rechargeable gift cards.

This card makes a great gift idea and faster purchases with a simple card swipe.

Gift cards can be managed online at [www.thehumanbean.com](http://www.thehumanbean.com) or at the nearest store location.



In addition to two drive up windows, The Human Bean has a walk-up window.

## No. 3 - Customer Experience:

The Human Bean's knowledgeable baristas provide a coffee experience directly to the customer in his or her car.

While providing fast and friendly service, the baristas get to know custom drinks and are capable of any drink order.

"The people who work here are coffee-cultured," Torkelson said.

The Human Bean purchases and roasts a variety of delicious coffee blends with a premium coffee taste.

Examples of its coffee blends include the signature espresso and the popular French roast.

Also available in decaf, the international beans are grown in Central and South America, as well as Indonesia.

As a signature treat, every cup of coffee is served with a chocolate covered espresso bean.

## No. 4 - Delicious coffee alternatives:

The Human Bean has a

variety of flavored syrups, smoothie flavors and baked goods to satisfy customer cravings.

"We offer Chompie's baked goods, which a lot of people are happy about," Torkelson said.

Smoothies provide a delicious alternative to coffee.

"The Green Tea smoothie is really popular," Regional Manager Brandi Rokke said.

The iced coffee also deserves recognition.

"Unlike other iced coffee, this is all real, caffeinated espresso," Jeff Torkelson said.

The frozen espresso, called Granita, has multiple flavors in addition to the original flavor.

Mocha, kahlua and caramel flavors are perfect substitutes for a hot cup of coffee in Arizona's dry heat.

For the children in the car, The Human Bean has a kid's menu.

Kids will love a fruit smoothie, flavored steamer or

an Italian soda.

Orange juice and apple juice are also available.

## No. 5 - Farm Friendly Direct:

The Human Bean has a philosophy to support the lives of the coffee growers and their communities.

Every bag of coffee is labeled Farm Friendly Direct. This program allocates funds directly to the farmers growing The Human Bean's coffee.

"It makes the coffee growers lives' sustainable," Torkelson said.

As a sponsor of this program, The Human Bean rewards exceptional coffee harvesting and processing in exchange for above market prices.

*The Human Bean is located at 17252 E. Shea Blvd.*

*Current hours of operation are Monday through Friday from 5 a.m. to 8 p.m., and Saturday and Sunday from 6 a.m. to 7 p.m.*



A cool blueberry and pomegranate smoothie is just the thing to ease a hot summer day.