



# SENIOR SERVICE

In a response to changing demographics, Starbucks Mexico has opened the doors to its first store staffed entirely by older adults.

**T**he demographic trend comes as no surprise to anyone: In the US, the 65-and-over population will nearly double over the next three decades to 88M by 2050 from 48M, according to the US Census Bureau. Now some companies, including Starbucks, have started to look for ways to be more inclusive while making the most of the available resources.

The Starbucks' initiative in Mexico is part of a collaboration between the coffee chain and Mexico's National Institute of Older Adults (INPAM), which dates to 2011 when the two agreed to work together to improve the working conditions for older people. This initiative is an effort to help older workers, aged 60-65, re-integrate into the labor market.

But, as Arlene Spiegel FSCI, president of Arlene Spiegel & Associates, points out the benefits go in both directions. "The demographic changes in society create challenges and also opportunities. Old workers may be more high-touch than high-tech and possess maturity and the temperament to be in service organizations. These are attributes valued by all brands as the lack of human connections create mechanical transactions," she says. ■