WEEKLY OPS RECAP

QUARTER 2, WEEK 10 6/3/2024 - 6/9/2024





OPERATIONS

REMARKABLE SPACES PSA - CUSTOMER AREAS: Each time someone enters our space, we are hosting them. At SCC, each of us commits to providing a Remarkable experience for our guests - floor to ceiling, entrance to exit. Each shift, level up your space and give extra attention and care to these areas:

- VESTIBULES & ENTRANCES throughout the day:
 - Sweep to remove leaves, dirt and debris
 - Windex doors & glass
 - Dust and wipe surfaces, ledges, sills and baseboards
- SEATING work in zones during shifts each day to address all areas
 - Wipe customer seating, between and behind benches, etc
 - Wipe table bases, and move tables to sweep behind/underneath
 - Straighten & reset patio and interior chairs/tables frequently. Adjust wobbly tables, and place MRs for damaged seating elements.
- WALLS these oft-forgotten surfaces need care too! Work in sections to address each area.
 - Use a mild detergent (simple green, or dish soap+water) and a clean towel to remove smudges & stains
 - For stubborn coffee stains, use a magic eraser
 - Take note of damage that needs patching & painting to repair. Coaches, place MR for wall repair needs.

MOROCCAN MINT TEA: This will be replacing Maghreb Mint Tea when you are out in cafe. This is available to order in LIVE when you are getting low on Maghreb Mint.

- Tea Tins and Tea Notification Sheet will be arriving in cafe by June 13th. Hold on to these until you are ready to swap to Moroccan Mint.
- When you switch to Moroccan Mint please send your old Maghreb Mint tea tin to HKT with return slip. Let Harmony know so the menu board vinyl can be updated in your cafe.
- Reach out to Harmony with any other questions.



6/16 FATHER'S DAY: To celebrate dad, we'll be giving a free small 12oz coffee to all dads (or \$2.75 towards their drink of choice). Ring this up in Square using the "Free Coffee (Or \$2.75 off) Promo" Coupon. This is not applicable on our mobile app and one per person. In the event a customer's order is below the minimum and they do not have cash, please "Other Coupon" the remaining \$0.25. Cafes, please make a small chalkboard sign that states "\$1 minimum required for credit card purchases" to put up on Father's Day. Please note that if someone wants to claim this deal, let them claim it. Don't inquire if they are a dad, just give them the deal no questions asked.

JUNE NSL WORKSHOP DETAILS: Our June NSL Workshops are underway! These will be hosted in cafes and led by your team leader and a member or two of Teams & People! Attendance is required. Please take a look at your team's NSL Workshop time and closing details below. For the applicable cafes(*), please hang your closing early signage one week in advance.

- Monday, June 10th
 - Whitefish Bay Cafe & Kitchen 5:30-7pm at Whitefish Bay Cafe & Kitchen
 - *Kitchen to close at 4pm (no PM menu)
 - *Cafe to close at 4:30pm
- Tuesday, June 11th
 - o Downer Cafe & Kitchen 5:30-7pm at Downer Cafe & Kitchen
 - *Cafe to close at 4:30pm
 - Wauwatosa & Harwood Cafes 5:30-7pm at Harwood Cafe
- Wednesday, June 12th
 - o Production 12:30-2pm at Factory Office
 - o Bakery 4-5:30pm at Factory Office
 - o Delafield & Oconomowoc Cafes 5:30-7pm at Delafield Cafe
- Thursday, June 13th
 - o Glendale & Shorewood Cafes 5:30-7pm at Glendale Cafe
 - Factory Cafe 5:30-7pm at Factory
 - *Cafes to close at 5pm

In lieu of food provided during the workshop, each team is encouraged to use a portion of their Team Celebrations budget (e.g. Team Leaders order pizza) to enjoy food & hangs afterwards. Please reach out to your Team Leader, Karen Strange, or Teams & People if you have any questions. We look forward to seeing you all soon!

JULY PAY & PERFORMANCE REVIEWS: Team Leaders! Believe it or not - it's time to start planning for and scheduling our next round of Pay & Performance Reviews! We've still got some time before sitting down for actual P&P's, but are ready to do the prep work of scheduling rubric completion and goal review in support of thoughtful and collaborative time spent together. Please utilize the P&P Tear Sheet checklist to help you complete all reviews by July 31st and reach out to Rachel Perik (rperik@stonecreekcoffee.com) with any questions.

^{*}Office Team: Stay tuned for more details regarding any NSL Workshop commitments.



IMPORTANT LAUNCH NOTES

BREW LOVE

- EOD 6/26: Move to coffee to "Last Chance" area
- 3 weeks post roast date: Pull remainder of bags and brew as COD



LAUNCH INFO

6/13 FLORA & FROG JOURNAL AND FROG STICKER

Journal: \$10.00 Sticker: \$1.00

- First Order Quantity/Other Notes: *Check planograms for each cafe's shelf pars*
 - Journal: 5 for all other cafes, 8 for WFB & FCT
 - Order Price Sticker: Journal \$10 (Please place sticker on inside cover so it does not pull off artwork when removed.)
 - Impact Sticker: B Corp (Do not place B Corp sticker on the item. It should be displayed on a small chalkboard on display near journal)
 - Sticker: 5 for all other cafes, 8 for WFB & FCT
 - Price Sticker: N/A No price sticker needed!
 - Impact Sticker: N/A
- 6/4: Marketing materials arrive in cafe with PM delivery (TOSA, OCN, SHR, DF)
- 6/4: Order journal & sticker (TOSA, DF), price & impact stickers (TOSA, OCN, SHR, DF)
- 6/5: Marketing materials arrive in cafe with PM delivery (GLN, HAR, DWN)
- 6/5: Order journal & sticker (HAR), price & impact stickers (GLN, HAR, DWN)
- 6/6: Marketing materials arrive in cafe with PM delivery (WFB, FCT)
- 6/6: Journal & sticker arrives (TOSA, DF), price & impact stickers arrive (TOSA, OCN, SHR, DF)
- 6/6: Order journal & sticker, price, & impact stickers (WFB, FCT)
- 6/7: Journal & sticker arrives (HAR), price & impact stickers arrive (GLN, HAR, DWN)
- 6/8: Order journal & sticker (SHR, OCN)
- 6/8: Journal & sticker and price & impact stickers delivered (WFB, FCT)
- 6/9: Order journal & sticker (GLN, DWN)
- 6/10: Journal & sticker arrives (SHR, OCN)
- 6/11: Journal & sticker arrives (GLN, DWN)
- EOD 6/12: Set-up cafe after close for launch using plan-o-gram & checklist for ALL displays.
- 6/13: Flora & Frog Journal and Frog Sticker Launch



6/13 PINK BOURBON COLOMBIA RESERVE LAUNCH - We'll be launching a limited amount of this Reserve coffee in our cafes and website. This will be available on our mobile app. Employees can NOT take this for their markout, if you like the sample sent to you, you can purchase it with your employee discount.

12oz: \$32.00

Order Quantity: **DO NOT ORDER ANY OTHER # THAN WHAT IS LISTED BELOW**

We will have a limited amount available for cafes to reorder as you sell through your initial inventory. As you sell through your inventory, please reorder to keep the following shelf-pars. We will have multiple roast dates that will allow us to keep the coffee fresh. The Production team will turn this product off when we work through our inventory.

- o GLN, FCT, DWN 16 bags (15 for sale/brew bar, 1 bag for team sampling)
- WFB 16 bags (15 for sale/brew bar, 1 bag for team sampling) + 4 Cold Brew Prepacks (WFB only)
- o TOSA, HAR, OCN, DF, SHR 12 bags (11 for sale/brew bar, 1 bag for team sampling)

Brew Bar: As a special treat, this coffee will be offered on Brew Bar, while supplies last! Use one of the bags that you've ordered for this. There will be a \$2 upcharge for customers who order this on Brew Bar. Use the "Reserve v60" button in square to ring this up. On end of day 6/12, write "+\$2.00" next to the coffee name on the Brew Bar Menu Board. Please ensure +\$2.00 is written clearly to indicate the upcharge to the customers. Brew Bar coffees will be: Kiwi Blossom Bolivia, Wonderberry Jam Ethiopia, and Pink Bourbon Colombia (use Green Dragon once the Reserve is out).

- Check your stock of \$32 Reserve Price Stickers. Order more if needed!
- 6/4: Marketing materials arrive in cafe with PM delivery (TOSA, FCT, OCN, SHR, DF)
- 6/5: Marketing materials arrive in cafe with PM delivery (GLN, HAR, DWN)
- 6/6: Marketing materials arrive in cafe with PM delivery (WFB)
- 6/6: Order Reserve (WFB)
- 6/8: Order Reserve (TOSA, FCT, OCN, SHR, DF)
- 6/8: Coffee delivered (WFB)
- 6/9: Order Reserve (GLN, HAR, DWN)
- 6/10: Coffee delivered (TOSA, FCT, OCN, SHR, DF)
- **6/11**: Coffee delivered (*GLN*, *HAR*, *DWN*)
- 6/12: Set-up cafe after close: use planogram & checklist for shelves, brew bar \$2 upcharge note addition on menu board, prep brew bar, etc.
- 6/13: Launch Pink Bourbon Colombia Reserve

6/13 PINK BOURBON COLOMBIA SEASONAL COLD BREW FOR WHITEFISH BAY: Starting on 6/6 (your order date for the new Reserve listed above), when you order Seasonal Cold Brew, Pink Bourbon Colombia will be sent. Please continue to run through your existing inventory of El Roble Geisha Colombia before brewing Pink Bourbon Colombia. Monitor inventory closely to eliminate markout.



6/13 WONDERBERRY JAM ETHIOPIA SMALL BATCH LAUNCH

Small Batch 16oz: \$24.00

- This will be replacing Tropical Punch Colombia, so keep in mind when ordering.
- Brew Bar Menu: Kiwi Blossom Bolivia, Wonderberry Jam Ethiopia, and Pink Bourbon Colombia (use Boneshaker Colombia once the Reserve is out).
- Check your stash of \$24 price stickers and order more if needed
- Check your inventory of velcro. Order more if needed!
- When the COD signs arrive in cafe add velcro to the back of the signs. Be sure to match up the appropriate side of the velcro in the right spots on each sign. You should only need about two 1in pieces of velcro for each COD sign.
- First Order Quantity:
 - GLN, DWN, FCT, OCN, WFB 16 prepacks (see below for Seasonal 'Spro to add to order!)
 - DF, HAR, SHR, TOSA 12 prepacks (see below for Seasonal 'Spro to add to order!)
- **6/4**: Order Tasting Sample Bag Labels (TOSA, OCN, SHR, DF)
- 6/4: Marketing materials arrive in cafe with PM delivery (TOSA, OCN, SHR, DF)
- **6/5:** Order Tasting Sample Labels (*GLN, HAR, DWN*)
- 6/5: Marketing materials arrive in cafe with PM delivery (GLN, HAR, DWN)
- 6/6: Labels arrive (TOSA, OCN, SHR, DF)
- 6/6: Marketing materials arrive in cafe with PM delivery (WFB, FCT)
- 6/6: Order prepacks and Tasting Sample Labels (WFB, FCT)
- 6/7: Labels arrive (GLN, HAR, DWN)
- 6/8: Labels and Coffee delivered (WFB, FCT)
- 6/8: Order prepacks (TOSA, FCT, OCN, SHR, DF)
- 6/9: Order prepacks (GLN, HAR, DWN)
- 6/10: Coffee delivered (TOSA, OCN, SHR, DF)
- 6/11: Coffee delivered (GLN, HAR, DWN)
- 6/12: Set-up cafe after close: use planogram & checklist for shelves, brew bar, etc.
- 6/13: Launch Wonderberry Jam Ethiopia

6/13 WONDERBERRY JAM ETHIOPIA AS SEASONAL 'SPRO

SEASONAL 'SPRO

- Before open, Green Bike, Decaf, and Seasonal 'Spro must be dialed-in and ready to serve.
- Fill the blank laminated recipe card in with the current Seasonal 'Spro parameters. Use wet erase markers or china markers to fill in these cards so you can erase and reuse them for each launch. Velcro these cards to your Seasonal 'Spro grinder.
- ORDER NOTES: Order BULK of Seasonal 'Spro coffees to fill your hoppers. Keep a par of 5LB backstock to keep hoppers full.
- 6/6: Order 10LB bulk (WFB, FCT)
- 6/8: Order 10LB bulk (OCN, DF) // Order 5LB bulk (TOSA, SHR)
- 6/9: Order 10LB bulk (HAR, DWN) // Order 5LB bulk (GLN)
- EOD 6/12: Write in the Seasonal 'Spro "Wonderberry Jam Ethiopia" on the line underneath "Seasonal Espresso" on the menu boards.
- 6/13: Launch Wonderberry Jam Ethiopia as Seasonal 'Spro



6/20 AHOY MUG

\$16.00

- First Order Quantity/Other Notes: *Check planograms for each cafe's shelf pars*
 - 5 for DF, GD, OCN, & SW
 - 8 for WFB & FCT
 - o 6 for DN, HW, & TOSA
 - Order Price Sticker: Mug \$16
 - Impact Sticker: N/A
- 6/11: Marketing materials arrive in cafe with PM delivery (TOSA, OCN, SHR, DF)
- 6/11: Order mug (TOSA, DF), price & impact stickers (TOSA, OCN, SHR, DF)
- 6/12: Marketing materials arrive in cafe with PM delivery (GLN, HAR, DWN)
- 6/12: Order mug (HAR), price & impact stickers (GLN, HAR, DWN)
- 6/13: Marketing materials arrive in cafe with PM delivery (WFB, FCT)
- 6/13: Mug arrives (TOSA, DF), price & impact stickers arrive (TOSA, OCN, SHR, DF)
- 6/13: Order mug, price, & impact stickers (WFB, FCT)
- 6/14: Mug arrives (HAR), price & impact stickers arrive (GLN, HAR, DWN)
- 6/15: Order mug (*SHR*, *OCN*)
- 6/15: Mug and price & impact stickers delivered (WFB, FCT)
- **6/16**: Order mug (*GLN*, *DWN*)
- 6/17: Mug arrives (SHR, OCN)
- 6/18: Mug arrives (GLN, DWN)
- **EOD** 6/19: Set-up cafe after close for launch using plan-o-gram & checklist for ALL displays. All cafes (except WFB and FCT) transfer Aquanaut Mugs to FCT Cafe with Return Slip. FCT sell Aquanaut Mugs at normal price. See planogram for placement.
- **EOD 6/19**: SW transfer Dog Toys to FCT Cafe. FCT Cafe sell at normal price. WFB transfer Moon Mugs to FCT Cafe. FCT Cafe sell at normal price.
- 6/20: Ahoy Mug Launch

6/23 - 6/30 RETAIL TEXT EXCLUSIVE PROMOTION: Customers who are signed up for our cafe news and updates will receive a special coupon code for 20% off Unlimited One Pound Bags in Cafe. It will not be promoted anywhere else other than sending the marketing text. Cafe teams, when customers present the coupon code at the register, go to "Discounts" and click "Use Code" – enter the coupon code, and verify the discount has been applied before completing the transaction. Reach out to KS if we experience any issues or have any questions. Thanks everyone!



6/27 THERE AND BACK AGAIN MY BREW

Short Run 8oz: \$10.00

- This My Brew is brought to you by Joe Steiner, our Barista Educator
- A note from Joe: I enjoy making, whether coffee or art, because of the creative journey. As exciting as it is to envision the end product, the most gratifying aspect is the unexpected decision-making along the way. When considering my own blend, I wanted to create a profile that would be highlighted through manual brewing methods. I enjoy the bright, floral flavors of Ethiopian coffees, and I'm excited to pair those with big, fruity flavors from Guatemala. Given the opportunity to travel to Antigua, Guatemala with Stone Creek Coffee and experience coffee at its source, it felt personal to include a coffee that embodies "There and Back Again."
- Cafes will brew this as COD on launch day! Each cafe will order bulk for COD. Brew this until you
 run out.
- Check your 1/2lb short run price tag stock. Order more if needed!
- Check your inventory of velcro. Order more if needed!
- When the COD signs arrive in cafe add velcro to the back of the signs. Be sure to match up the appropriate side of the velcro in the right spots on each sign. You should only need about two 1in pieces of velcro for each COD sign.
- Ordering Pars:
 - GLN, SHR, OCN, HAR, DF, TOSA 25 prepacks + 10lb bulk
 - DWN, FCT, WFB 45 prepacks + 5lb bulk
- Continue ordering to your Short Run par weekly until 7/18 (final orders before "Last Chance")
- 6/18: Marketing materials arrive in cafe with PM delivery (TOSA, OCN, SHR, DF)
- 6/19: Marketing materials arrive in cafe with PM delivery (GLN, HAR, DWN)
- 6/20: Marketing materials arrive in cafe with PM delivery (WFB, FCT)
- 6/20: Order prepacks & bulk (WFB, FCT)
- 6/22: Order prepacks & bulk (TOSA, OCN, SHR, DF)
- 6/22: Coffee delivered (WFB, FCT)
- 6/23: Order prepacks & bulk (GLN, HAR, DWN)
- 6/24: Coffee delivered (TOSA, OCN, SHR, DF)
- 6/25: Coffee delivered (GLN, HAR, DWN)
- 6/26: Set-up after close: use planogram & checklist for shelves, prep COD, etc.
- 6/27: Employee "My Brew" Short Run Launch
- EOD 7/24: Move to coffee to "Last Chance" area
- 3 weeks post roast date: Pull remainder of bags and brew as COD



6/27 COFFEE MAGIC ENAMEL PIN SET & HIGHLY CAFFEINATED ENAMEL PIN SET

Coffee Magic Enamel Pin Set: \$15.00 Highly Caffeinated Enamel Pin Set: \$15.00

- First Order Quantity/Other Notes: *Check planograms for each cafe's shelf pars*
 - FOR BOTH PIN SETS: 5 for all other cafes, 8 for WFB & FCT
 - Order Price Sticker: N/A No price sticker needed!
 - Impact Sticker: N/A
- 6/18: Marketing materials arrive in cafe with PM delivery (TOSA, OCN, SHR, DF)
- 6/18: Order both pin sets (TOSA, DF)
- 6/19: Marketing materials arrive in cafe with PM delivery (GLN, HAR, DWN)
- 6/19: Order both pin sets (HAR)
- 6/20: Marketing materials arrive in cafe with PM delivery (WFB, FCT)
- 6/20: Pin sets arrive (TOSA, DF)
- 6/20: Order both pin sets (WFB, FCT)
- 6/21: Pin sets arrive (HAR)
- 6/22: Order both pin sets (SHR, OCN)
- 6/22: Pin sets arrive (WFB, FCT)
- 6/23: Order both pin sets (GLN, DWN)
- 6/24: Pin sets arrive (SHR, OCN)
- 6/25: Pin sets arrive (GLN, DWN)
- EOD 6/26: Set-up cafe after close for launch using plan-o-gram & checklist for ALL displays.
- 6/27: Launch Both Enamel Pin Sets



7/4 RING OF FIRE RETURNS

Year-Round 16oz: \$20.00 80oz: \$85.00

- Replaces: Jasmine Mist Peru, so keep this in mind when ordering.
- Check your 1lb & 5lb price tag stock. Order more if needed!
- Use your existing Ring of Fire COD Board sign. If you need a new one, order a new one in Live.
- Cafes will brew this as COD on launch day! Each cafe will order 5lb bulk for COD. Brew this until vou run out.
- Ordering Quantities: See your cafe for notes on prepacks, bulk for COD, etc.
 - Pre-Launch Order #1 (6/27, 6/29, & 6/30):
 - GLN, DWN, FCT, SHR, WFB:
 - Order 15lbs Total Bulk: 5lbs for COD, 10lbs backup
 - Order 16 prepacks for 1lb displays
 - DF, HAR, OCN, TOSA:
 - Order 10lbs Total Bulk: 5lbs for COD, 5lbs backup
 - Order 12 prepacks for 1lb displays
 - Order #2 (7/1, 7/2, & 7/3):
 - All Cafes Order to your adjusted Pars for your 2nd order (arrives within 1-2 days of launch). Please work with your MCC if you need help with Par adjustments.
- 6/25: Order tasting sample, 1lb, & 5lb labels (TOSA, OCN, SHR, DF)
- 6/25: Marketing materials arrive in cafe with PM delivery (TOSA, OCN, SHR, DF)
- 6/26: Marketing materials arrive in cafe with PM delivery (GLN, HAR, DWN)
- 6/26: Order tasting sample, 1lb, & 5lb labels (GLN, HAR, DWN)
- 6/27: Marketing materials arrive in cafe with PM delivery (WFB, FCT)
- 6/27: Order prepacks, bulk, and tasting sample, 1lb, 5lb labels (WFB, FCT)
- 6/27: Labels delivered (TOSA, OCN, SHR, DF)
- 6/28: Labels delivered (GLN, HAR, DWN)
- **6/29**: Order prepacks and bulk (*TOSA, OCN, SHR, DF*)
- 6/29: Coffee & labels delivered (WFB, FCT)
- 6/30: Order prepacks and bulk (DWN, HAR, GLN)
- 7/1: Coffee delivered (TOSA, OCN, SHR, DF)
- **7/2**: Coffee delivered (GLN, HAR, DWN)
- 7/3: Set-up cafe after close: use planogram & checklist for shelves, prep COD, etc.
- 7/4: Re-launch Ring of Fire



WHAT'S COMING UP

- 4th of July
- 7/11 Black Honey Colombia Small Batch, Black Honey Colombia as Seasonal 'Spro, & Sonora SL28 Costa Rica Reserve
- 7/25 Morning Dew Karen's My Brew Short Run
- 7/25 7/31 Cold Brew Can Cafe Promo
- 8/8 Dynamic Natural Ethiopia Reserve
- 8/15 Black Honey Costa Rica Small Batch & Black Honey Costa Rica as Seasonal 'Spro
- 8/22 Happy's My Brew Short Run
- 8/29 Harvest & Seasonal Food/Drinks/Bakery/Tea Launch

AB Poster Schedule		6/6: Brew Love 6/20: Pink Bourbon 7/4: Ahoy Mug & Western Mug 7/18: Sonora SL28 Costa Rica
Cafe Brew Bar Menu		5/9: Kiwi Blossom Bolivia, Tropical Punch Colombia, and El Roble Geisha Colombia (use Boneshaker Colombia
Pink Bourbon Grind Size: 13 Rinse Water: 200g Coffee In: 24g Bloom: 70g Brew Water: 360g Brew Time: 1:50-2:55	Kiwi Blossom Grind Size: 13.5 Coffee In: 23g Final Weight: 360g	once the Reserve is out). 6/13: Kiwi Blossom Bolivia, Wonderberry Jam Ethiopia, and Pink Bourbon Colombia (use Green Dragon once the Reserve is out).
Tropical Punch Use the standard recipe!	Wonderberry Jam Grind Size: 17 Rinse Water: 200g Coffee In: 23g Bloom: 70g Brew Water: 360g Brew Time: 1:50-2:50	
Cafe Seasonal 'Spro Menu		5/30: Kiwi Blossom Bolivia In: 18.5-19.0g Out: 44-48g Time: 25-30 seconds 6/13: Wonderberry Jam Ethiopia
Online Only Promotions		6/6 - 6/12: \$2 off 1 lbs of Black Sheep 6/23 - 6/29: Ecom Text Exclusive Promotion
Online Only Launches		Several different Bundles available 6/13: Timemore Black Mirror Nano Scale