

WEEKLY OPS RECAP

QUARTER 1, WEEK 3
1/15/2024 - 1/21/2024



OPERATIONS

NEW YEAR DEEP CLEANING - Monday 01/15 - Sunday 02/18

Clean the Corners!! Quarterly Deep Cleaning time is here, and it's time to give all areas of our spaces some extra TLC as we kick off the new year!

- All Teams - please locate your Deep Cleaning lists.
- If can't find your laminated Deep Cleaning checklist please reach out to your MCC and KS for a replacement!
- Coaches - Assign tasks to team members in Paycor - tasks should be complete during shifts throughout the day/week
- All Quarterly Deep Cleaning tasks are due to be completed by EOD Sunday 02/15 at the latest
- Make a plan to assign & execute your deep cleaning lists - please share this plan with your Team Leader

RASPBERRY CACAO BURUNDI IS OUT: We are out of this coffee so it has been turned off in Live. Continue to sell until you are out. If you run out on the brew bar, use Black Lemonade in its place.

1/25 RETAIL COLD BREW FILTER PACKS ENDING FOR WINTER: We will be turning off this product during the winter months and will plan on bringing a similar product back in May.

- **EOD 1/24:** Move your remaining filter packs to "Last Chance" space
- **2/7:** Mark out whatever is left and take home

1/29 SCC COMPANY PARTY: On Monday, January 29th from 6pm-10pm, we will be getting together at Story Hill Firehouse to celebrate Stone Creek Coffee's 30th Anniversary and our work together! We would love for you to join us for a night of dinner, drinks, dancing, and games. All cafes will close at 5pm on January 29th to allow team members the opportunity to attend. RSVP via the email that was sent by the end of the day on Friday, January 19th to ensure we have enough food.

CELEBRATE WITH YOUR TEAM! Did you know that Team Leaders can request SCC support for fun, team-building gatherings once per quarter? Whether it's a pizza party after close or renting a few bowling lanes and grabbing beverages together, Teams and People is encouraging Team Leaders to celebrate their teams regularly. Team leaders can request financial support, party-planning support, or party-coordination support by emailing teams@stonecreekcoffee.com. To request SCC support for your next team gathering, work with your MCC or Team Leader to send a proposal to Teams and start planning your next team get-together. Let's Create Remarkable Care and celebrate together!



OPERATIONS

SLOWING COSTA RICA USAGE: In order to preserve the Costa Rica we have before we receive our new shipment in February, we request that no additional bulk be ordered of Green Dragon Costa Rica for drip. We will have plenty of Boneshaker and Ring of Fire or Jasmine Mist Peru instead. Of course, if cafes already have it and it needs to be brewed through, then please do what is necessary. We are trying to avoid ordering extra specifically with the intent to brew as COD. If you have any questions, please reach out to Jes or Karen.

EMPLOYEE SATISFACTION SURVEY – COMING SOON: Multiple times throughout the year we reach out and ask for your feedback regarding an array of subjects, and then we use your feedback to help us Never Stop Learning. On Monday, February 5th, Teams & People will send out our biannual Employee Satisfaction Survey. Through your anonymous responses to these surveys we are able to gauge the perspectives of our employees on how well we are doing as a company and employer. Both the detailed #SpeakUps and #HeroShoutOuts you provide in this survey and the aggregate score give us tremendous guidance and an objective picture of how well we engage with our team members.

As our Diversity, Equity, Inclusion, and Belonging team continues to iterate to improve our learning in support of our DEI&B initiatives, you can expect to see a few additional questions at the end of this survey and others in the future. These are optional, but highly encouraged as they are imperative to our learning. Of course, we love hearing what you think is going well. Moreover, if there is something you want to see improved, please share it. As this survey is anonymous, we encourage you to share as detailed of feedback as possible to best guide any follow up commitments that are captured.

It's important that we get a high volume of participation in these surveys in order to gain the most accurate data. We feel it is so important that for this upcoming survey, we will be celebrating high participation by giving \$100 to each team with at least 90% team responses to be able to gather and have some fun together! Please note that while anonymous, in order for your response to count towards your team's participation percentage, you will need to disclose your work location.

Once it launches, this survey will run for two weeks. Team Leaders, please take a moment in your upcoming administrative time to add reminders about this survey in team communication and team schedules.

MARCH PAY & PERFORMANCE REVIEWS: Team Leaders! 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 March 31st and reach out to Rachel Perik (rperik@stonecreekcoffee.com) with any questions.



IMPORTANT LAUNCH NOTES

ULTIMATE BACKYARD “MY BREW” SHORT RUN

- **EOD 2/7:** Move to coffee to “Last Chance” area
- *3 weeks post roast date: Pull remainder of bags and brew as COD*

RING OF FIRE TEMPORARY END

- **EOD 1/25:** Move remaining Ring of Fire inventory to “Last Chance” area
- *3 weeks post roast date: Pull remainder of bags and brew as COD*
- Hang on to any Ring of Fire packaging and marketing materials, as this will return



LAUNCH INFO

1/25 - 1/29 \$65 5 POUND PROMOTION: We'll be having a \$65 5LB Year-Round & Seasonal (and \$85 5LB small batch available only online) coffee sale in our cafes and online. This will be available in cafe and on our mobile app (promo is auto-applied and no coupon needed). In Square, ring up coffee as usual, the discount will be auto-applied.

- **MONDAY 1/15:** WFB, check your label and price sticker stock – order up on labels.
- **TUESDAY 1/16:** SHR, TOSA, OCN, FCT, DF, check your label and price sticker stock – order up on labels.
- **WEDNESDAY 1/17:** GLN, HAR, DWN, check your label and price sticker stock – order up on labels.
- **THURSDAY 1/18:** WFB, lace increased orders to be delivered Monday night. Order up on bulk coffees, especially popular ones like Santa's Revenge, Cream City, etc!
- **SATURDAY 1/20:** SHR, TOSA, OCN, FCT, DF, place increased orders to be delivered Monday night. Order up on bulk coffees, especially popular ones like Santa's Revenge, Cream City, etc!
- **SUNDAY 1/21:** GLN, HAR, DWN, place increased orders to be delivered Tuesday night. Order up on bulk coffees, especially popular ones like Santa's Revenge, Cream City, etc!
- Please place promo signage by 5# displays.
- **ALL CAFES:** Ensure you order up on 5lb bags with your ops orders in advance. Closely review your increased Holiday/Promo pars for all coffees during your midweek order. Consider ordering up again on your most popular coffees with your midweek bean orders (Mon 1/22, Tues 1/23, Weds 1/24)!



LAUNCH INFO

1/25 JASMINE MIST PERU LAUNCH

Seasonal Light

16oz: \$20.00

80oz: \$85.00

- This will replace the hole in the light roast line, since Ring of Fire was temporarily stopped.
- Check your 1lb & 5lb price tag stock. Order more if needed!
- Order the Small Batch ID sticker and use it for this coffee. Follow your COD Board Instructions in your Marketing Binder.
- Note: 5LB bags will not be displayed on shelves.
- 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.
- Cafes will brew this as COD on launch day (as the Light option)! Each cafe will order 5lb bulk for COD. Brew this until you run out.
- **Ordering Quantities:** See your cafe for notes on prepacks, bulk for COD, etc.
 - **Pre-Launch Order #1 (1/18, 1/20, & 1/21):**
 - DWN, DF, FCT, HAR, OCN, SHR, TOSA, WFB:
 - Order 10lbs Total Bulk: 5lbs for COD, 5lbs backup
 - Order 16 prepacks for 1lb displays
 - GLN: Order 25lbs Total Bulk: 5lbs for COD, no prepacks, bag beans to fill displays
 - **Order #2 (1/23 & 1/24):**
 - All Cafes - Order to your seasonal pars
- **1/16:** Order tasting sample, 1lb, 5lb labels & Coffee ID sticker (*TOSA, FCT, OCN, SHR, DF*)
- **1/16:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **1/17:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **1/17:** Order tasting sample, 1lb, 5lb labels & Coffee ID sticker (*GLN, HAR, DWN*)
- **1/18:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **1/18:** Order prepacks, bulk, and tasting sample, 1lb, 5lb labels & Coffee ID sticker (*WFB*)
- **1/18:** Labels & ID Sticker delivered (*TOSA, FCT, OCN, SHR, DF*)
- **1/19:** Labels & ID Sticker delivered (*GLN, HAR, DWN*)
- **1/20:** Order prepacks and bulk (*TOSA, FCT, OCN, SHR, DF*)
- **1/20:** Coffee, labels & ID Sticker delivered (*WFB*)
- **1/21:** Order prepacks and bulk (*DWN, HAR*)
- **1/21:** Order bulk (*GLN*)
- **1/22:** Coffee delivered (*TOSA, FCT, OCN, SHR, DF*)
- **1/23:** Coffee delivered (*GLN, HAR, DWN*)
- **1/24:** Set-up cafe after close: use planogram & checklist for shelves, prep COD, make Coffee ID sticker, etc.
- **1/25:** Launch Jasmine Mist Peru



LAUNCH INFO

1/25 WESTERN MUG LAUNCH

Western Mug: \$16

- **First Order Quantity/Other Notes:** *Check planograms for each cafe's shelf pars*
 - Western Mug: 5 per cafe, except WFB and FCT is 8 per cafe
 - Order Price Sticker: Mug \$16
 - Impact Sticker: N/A
- **1/16:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **1/16:** Order mug (*TOSA, FCT, DF*), price & impact stickers (*TOSA, FCT, OCN, SHR, DF*)
- **1/17:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **1/17:** Order mug (*HAR*), price & impact stickers (*GLN, HAR, DWN*)
- **1/18:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **1/18:** Mug arrives (*TOSA, FCT, DF*), price & impact stickers arrive (*TOSA, FCT, OCN, SHR, DF*)
- **1/18:** Order mug, price, & impact stickers (*WFB*)
- **1/19:** Mug arrives (*HAR*), price & impact stickers arrive (*GLN, HAR, DWN*)
- **1/20:** Order mug (*SHR, OCN*)
- **1/20:** Mug and price & impact stickers delivered (*WFB*)
- **1/21:** Order mug (*GLN, DWN*)
- **1/22:** Mug arrives (*SHR, OCN*)
- **1/23:** Mug arrives (*GLN, DWN*)
- **EOD 1/24:** Set-up cafe after close for launch using plan-o-gram & checklist for ALL displays.
- **1/25: Western Mug Launch**

2/1 HAZY PEACH 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.
- **1/25:** Order 10LB bulk (*WFB*)
- **1/27:** Order 10LB bulk (*FCT, OCN, DF*) // Order 5LB bulk (*TOSA, SHR*)
- **1/28:** Order 10LB bulk (*HAR, DWN*) // Order 5LB bulk (*GLN*)
- **EOD 1/31:** Write in the Seasonal 'Spro "Hazy Peach Ethiopia" on the line underneath "Seasonal Espresso" on the menu boards.
- **2/1: Hazy Peach Ethiopia as Seasonal 'Spro**



LAUNCH INFO

2/8 TINY THINGS - VAL'S "MY BREW" LAUNCH

Short Run

8oz: \$10.00

- This My Brew is brought to you by Val Newhouse, our Marketing Communications Manager.
- A note from Val: *I've always liked all things tiny. Any small version of a regularly sized knickknack I find irresistibly adorable. Add a touch of whimsy to my love of miniatures, and you'll understand why I started collecting gnomes. But don't let my love for the little fool you, Tiny Things is full of big fruit flavors. And though I may be sipping this coffee from my mini mug, Tiny Things is worthy of having another cup, or five. So, seize your tiniest mug, brew up a batch of My Brew, and embrace the joy in life's little pleasures.*
- 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 - 25 prepacks + 10lb bulk
 - DWN, FCT, WFB - 45 prepacks + 5lb bulk
 - DF, HAR, TOSA - 35 prepacks + 5lb bulk
- **Continue ordering to your Short Run par weekly until 3/2 (final orders before "Last Chance")**
- **1/30:** Marketing materials arrive in cafe with PM delivery (TOSA, FCT, OCN, SHR, DF)
- **1/31:** Marketing materials arrive in cafe with PM delivery (GLN, HAR, DWN)
- **2/1:** Marketing materials arrive in cafe with PM delivery (WFB)
- **2/1:** Order prepacks & bulk (WFB)
- **2/3:** Order prepacks & bulk (TOSA, FCT, OCN, SHR, DF)
- **2/3:** Coffee delivered (WFB)
- **2/4:** Order prepacks & bulk (GLN, HAR, DWN)
- **2/5:** Coffee delivered (TOSA, FCT, OCN, SHR, DF)
- **2/6:** Coffee delivered (GLN, HAR, DWN)
- **2/7:** Set-up after close: use planogram & checklist for shelves, prep COD, etc.
- **2/8: Employee "My Brew" Short Run Launch**
- **EOD 3/6:** Move to coffee to "Last Chance" area
- *3 weeks post roast date: Pull remainder of bags and brew as COD*



LAUNCH INFO

2/8 OAK BARREL ECUADOR 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.

- **GLN, FCT, DWN, WFB** - 16 bags (15 for sale/brew bar, 1 bag for team sampling)
- **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 2/7, 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:** Oak Barrel Ecuador, Hazy Peach Ethiopia, and Boneshaker Colombia.

- Check your stock of \$32 Reserve Price Stickers. Order more if needed!
- **1/30:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **1/31:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **2/1:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **2/1:** Order Reserve (*WFB*)
- **2/3:** Order Reserve (*TOSA, FCT, OCN, SHR, DF*)
- **2/3:** Coffee delivered (*WFB*)
- **2/4:** Order Reserve (*GLN, HAR, DWN*)
- **2/5:** Coffee delivered (*TOSA, FCT, OCN, SHR, DF*)
- **2/6:** Coffee delivered (*GLN, HAR, DWN*)
- **2/7:** Set-up cafe after close: use planogram & checklist for shelves, brew bar \$2 upcharge note addition on menu board, prep brew bar, etc.
- **2/8:** Launch Oak Barrel Ecuador Reserve



LAUNCH INFO

2/15 TBD SMALL BATCH LAUNCH

Small Batch

16oz: \$24.00

- **Brew Bar Menu:** TBD Small Batch, Oak Barrel Ecuador, and Hazy Peach Ethiopia (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
 - DF, HAR, SHR, TOSA - 12 prepacks
- **2/6:** Order Tasting Sample Bag Labels (*TOSA, FCT, OCN, SHR, DF*)
- **2/6:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **2/7:** Order Tasting Sample Labels (*GLN, HAR, DWN*)
- **2/7:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **2/8:** Labels arrive (*TOSA, FCT, OCN, SHR, DF*)
- **2/8:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **2/8:** Order prepacks and Tasting Sample Labels (*WFB*)
- **2/9:** Labels arrive (*GLN, HAR, DWN*)
- **2/10:** Labels and Coffee delivered (*WFB*)
- **2/10:** Order prepacks (*TOSA, FCT, OCN, SHR, DF*)
- **2/11:** Order prepacks (*GLN, HAR, DWN*)
- **2/12:** Coffee delivered (*TOSA, FCT, OCN, SHR, DF*)
- **2/13:** Coffee delivered (*GLN, HAR, DWN*)
- **2/14:** Set-up cafe after close: use planogram & checklist for shelves, brew bar, etc.
- **2/15: Launch TBD Small Batch**



WHAT'S COMING UP

- 2/14 Pouring hearts on Valentine's Day
- 2/15 Coffee Ritual Mug
- 2/19 Presidents' Day Banking Holiday
- 2/29 - 3/1 15% off Beans & Merch in cafe & online (when spending \$30 online)
- 3/7 TBD Seasonal 'Spro, Anna My Brew, & Kiwi Blossom Bolivia Small Batch
- 3/14 Pink Honey Java Bolivia Reserve
- 3/21 Bloom Medium Seasonal, Seasonal Drinks, Seasonal Bakery, Seasonal Food, Seasonal Tea (plus new tea tins)
- 3/28 Boneshaker Canned Cold Brew
- 4/4 Kiwi Blossom Bolivia as Seasonal 'Spro, TBD Small Batch, & Good Land Short Run
- 4/11 TBD Reserve

AB Poster Schedule	<p>12/26: Happy New Year 1/25: Sweater Weather 2/8: Coffee Heron MiiR Traveler 2/29: TBD Small Batch</p>				
<table border="1"> <tr> <td data-bbox="139 1079 386 1346"> <p>Raspberry Cacao Rinse Water: 200g Grind Size: 15 Coffee In: 24g Bloom (30 sec): 70g Brew Time: 1:50-2:40 Brew Water: 350g Final Cup: 11.5oz</p> </td> <td data-bbox="389 1079 634 1346"> <p>Hazy Peach Rinse Water: 200g Grind Size: 16 Coffee In: 26g Bloom (30 sec): 70g Brew Time: 1:50-2:45 Brew Water: 360g Final Cup: 12oz</p> </td> </tr> <tr> <td data-bbox="139 1350 386 1617"> <p>West Java Rinse Water: 200g Grind Size: 13 Coffee In: 24g Bloom (30 sec): 70g Brew Time: 1:50-2:40 Brew Water: 360g Final Cup: 12oz</p> </td> <td data-bbox="389 1350 634 1617"> <p>Black Lemonade Rinse Water: 200g Grind Size: 15 Coffee In: 20g Bloom (30 sec): 70g Brew Time: 1:50-2:45 Brew Water: 360g Final Cup: 12oz</p> </td> </tr> </table>	<p>Raspberry Cacao Rinse Water: 200g Grind Size: 15 Coffee In: 24g Bloom (30 sec): 70g Brew Time: 1:50-2:40 Brew Water: 350g Final Cup: 11.5oz</p>	<p>Hazy Peach Rinse Water: 200g Grind Size: 16 Coffee In: 26g Bloom (30 sec): 70g Brew Time: 1:50-2:45 Brew Water: 360g Final Cup: 12oz</p>	<p>West Java Rinse Water: 200g Grind Size: 13 Coffee In: 24g Bloom (30 sec): 70g Brew Time: 1:50-2:40 Brew Water: 360g Final Cup: 12oz</p>	<p>Black Lemonade Rinse Water: 200g Grind Size: 15 Coffee In: 20g Bloom (30 sec): 70g Brew Time: 1:50-2:45 Brew Water: 360g Final Cup: 12oz</p>	<p>1/18: Natural West Java, Raspberry Cacao Burundi, and Hazy Peach Ethiopia (use Black Lemonade first, Jasmine Mist second, then Boneshaker Colombia when you run out of Raspberry Cacao or Natural West Java). 2/8: Oak Barrel Ecuador, Hazy Peach Ethiopia, and Boneshaker Colombia. 2/15: TBD Small Batch, Oak Barrel Ecuador, and Hazy Peach Ethiopia (use Boneshaker Colombia once the Reserve is out).</p>
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Cafe Seasonal 'Spro Menu	<p>1/4: Raspberry Cacao Burundi</p> <ul style="list-style-type: none"> • In: 18.8-19.3 g • Out: 37-42 g • Time: 27-32 seconds <p>2/1: Hazy Peach Ethiopia</p> <ul style="list-style-type: none"> • TBD 				
Online Only Promotions	<p>1/18 - 1/24: \$4 off B Corp Long Sleeve Tee 2/15 - 2/18: 15% off Time-Bound Subscriptions.</p>				
Online Only Launches	Several Product Bundles available				