

WEEKLY OPS RECAP

QUARTER 1, WEEK 4
1/22/2024 - 1/28/2024



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

1/29 SCC COMPANY PARTY: We look forward to seeing many of you this coming Monday, January 29th from 6pm-10pm at Story Hill Firehouse to celebrate Stone Creek Coffee's 30th Anniversary and our work together! Come when you can and leave when you need to. Details were sent via email to all who RSVP'd yes. As a reminder, all cafes will close at 5pm on January 29th to allow team members the opportunity to attend. If you have any questions, please reach out to teams@stonecreekcoffee.com. See you soon!

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!

2/14 POURING HEARTS ON VALENTINE'S DAY: Cafes (in honor of Valentine's Day) on February 14th, please pour Hearts as the latte art for the day ♡

2/19 PRESIDENTS' DAY BANKING HOLIDAY: Banks will be closed on Monday, February 19th. Coaches, still do paperwork and have cash counted as usual by 8AM on 2/19, however deposits will have to be done on 2/20 before noon.



OPERATIONS

FEBRUARY NSL WORKSHOP DETAILS: Our next round of NSL Workshops are quickly approaching, as they do! Our February NSL Workshops will be hosted in cafes and lead by your team leader and a member or two of Teams & People! **Attendance will be required.** Please take a look at your team's NSL Workshop time and closing details below. Closing signage will be delivered to applicable cafes(*) ahead of time and should be hung up by the appropriate date below.

- **Monday, February 12th**
 - Downer Cafe & Kitchen - 5:30-7pm at Downer Cafe & Kitchen*
 - Shorewood - 5:30-7pm at Shorewood Cafe *
 - Wauwatosa Bluemound & Harwood - 5:30-7pm at Harwood Cafe
- **Tuesday, February 13th**
 - Bakery - 4-5:30pm at Factory
 - Whitefish Bay Cafe & Kitchen - 5:30-7pm at Whitefish Bay Cafe & Kitchen*
- **Wednesday, February 14th**
 - Production - 10:30am-12pm at Factory
- **Thursday, February 15th**
 - Delafield & Oconomowoc - 5:30-7pm at Delafield Cafe
 - Glendale - 5:30-7pm at Glendale Cafe*
- **Tuesday, February 20th**
 - Factory Cafe - 5:30-7pm at Factory Cafe
- **Office Staff:** Stay tuned for more information

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. See "Celebrate with Your Team" in the previous page of the Weekly Ops Recap for more details. 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!



OPERATIONS

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.

TECH OPS MANAGER ROLE: After many internal conversations and careful consideration, the decision has been made to align the Tech Team under the Customer Care umbrella. This strategic move aims to strengthen our commitment to internal and wholesale partners to provide both seamless and efficient remarkable care. With that, we are excited to announce the posting of a new, key position within the Tech team - the Tech Ops Manager role. As we continue to grow and evolve, we are seeking a talented and dedicated individual to lead in areas such as team workflow, scheduling, equipment and inventory management, ordering processes, error tracking, and team development. This new role will report directly to Amy Balestrieri, with our Master Techs, Johnny and Joshua, and our Scholar Tech, Cecil, reporting to the Tech Ops Manager. Your insight and recommendations are invaluable as we aim to build a strong and collaborative team. If you know of anyone who may be a good fit for this role, please let Amy know and encourage them to apply.



IMPORTANT LAUNCH NOTES

ULTIMATE BACKYARD “MY BREW” SHORT RUN

- This will be turned off in Live on Friday, Jan 26th.
- **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

RETAIL COLD BREW FILTER PACKS ENDING FOR WINTER

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



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.

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 GOLDEN PLUM BOLIVIA SMALL BATCH LAUNCH

Small Batch

16oz: \$24.00

- **Brew Bar Menu:** Golden Plum Bolivia, 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 Golden Plum Bolivia**



LAUNCH INFO

2/15 COFFEE RITUAL MUG LAUNCH

Coffee Ritual Mug: \$15

- **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 \$15
 - Impact Sticker: N/A
- 2/6: Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- 2/6: Order mug (*TOSA, FCT, DF*), price & impact stickers (*TOSA, FCT, OCN, SHR, DF*)
- 2/7: Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- 2/7: Order mug (*HAR*), price & impact stickers (*GLN, HAR, DWN*)
- 2/8: Marketing materials arrive in cafe with PM delivery (*WFB*)
- 2/8: Mug arrives (*TOSA, FCT, DF*), price & impact stickers arrive (*TOSA, FCT, OCN, SHR, DF*)
- 2/8: Order mug, price, & impact stickers (*WFB*)
- 2/9: Mug arrives (*HAR*), price & impact stickers arrive (*GLN, HAR, DWN*)
- 2/10: Order mug (*SHR, OCN*)
- 2/10: Mug and price & impact stickers delivered (*WFB*)
- 2/11: Order mug (*GLN, DWN*)
- 2/12: Mug arrives (*SHR, OCN*)
- 2/13: Mug arrives (*GLN, DWN*)
- **EOD 2/14:** Set-up cafe after close for launch using plan-o-gram & checklist for ALL displays.
- **2/15: Coffee Ritual Mug Launch**

2/22 3 VOLCANOES STEEPED BOX RE-LAUNCH

Single Packet: \$2.50

10-Count Box: \$20.00

- **Ordering Pars:**
 - 7 boxes per cafe
- **Price Stickers:** These will use the same price stickers that the CC Steeped Box uses. Check inventory. Order more if needed.
- **Notes:**
 - This will be ordered with your coffee orders!
 - Keep the single packs of CC on your packaged food display until they are out of stock. Once you can no longer add single stock to the packaged food display, you will switch to putting 3 Vols on the packaged food display.
- 2/13: Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- 2/14: Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- 2/15: Marketing materials arrive in cafe with PM delivery (*WFB*)
- 2/15: Order boxes (*WFB*)
- 2/17: Boxes delivered (*WFB*)
- 2/17: Order boxes (*TOSA, FCT, OCN, SHR, DF*)
- 2/18: Order boxes (*GLN, HAR, DWN*)
- 2/19: Boxes delivered (*TOSA, FCT, OCN, SHR, DF*)
- 2/20: Boxes delivered (*GLN, HAR, DWN*)
- 2/21: Set-up cafe after close: use planogram & checklist for shelves, etc.
- **2/22: Launch Single Serve Steeped Packs!**



LAUNCH INFO

2/29 - 3/1 15% OFF BEANS & MERCH: We'll be having a 15% off sale on beans & merch in our cafes and online. Online, customers must spend \$30 to get the deal. Drinks, Food, Moccamaster, Fellow, Baratza, Subscriptions (online only), Bulk Coffee (online only), Sales & Bundles (online only), and all Gift Cards are excluded from this deal. This will be applicable on our mobile app and will be auto-applied (no need to use a coupon button). In Square, there is no need to hit any discount button, the sale will be auto-applied. **Discounts, coupons and codes cannot be combined. **Cannot be used in conjunction with 40% off employee discount.**

- **ALL CAFES:** Order UP! Order UP on bags and labels. Double check supplies of all ops items and price stickers and order up on handle bags.
 - Do NOT run out of beans! Our Holiday promo was very successful and we sold a TON of beans. Review previous 20% Off bean sales and ORDER UP!
 - Expect to sell a lot of merch during this promo. Prepare your team to continuously refill, reface, and manage displays to remain beautifully, fully stocked.
 - If you have any questions or need help, please reach out to your MCC/Karen for Support.
- **NOTE:** Closely review your inventory in light of increased sales. Consider splitting a massive up order over two orders (eg, your Saturday and Tuesday orders) prior to the promo.
- **THURSDAY 2/22:** WFB place increased orders to be delivered Saturday Night
- **SATURDAY 2/24:** SHR, OCN, FCT, DF, TOSA place increased orders to be delivered Monday night
- **SUNDAY 2/25:** GLN, HAR, DWN, place increased orders to be delivered Tuesday night
- **MONDAY 2/26:** WFB place orders for Thursday night delivery
- **TUESDAY 2/27:** SHR, OCN, FCT, DF, TOSA place orders for Thursday night delivery
- **WEDNESDAY 2/28:** GLN, HAR, DWN place orders for Friday night delivery



WHAT'S COMING UP

- 2/5 2024 Ops Ordering Update
- 2/29 Sip Slowly Pint Glass
- 3/7 Golden Plum Bolivia as Seasonal 'Spro, Anna My Brew, & Kiwi Blossom Bolivia Small Batch
- 3/14 Pink Honey Java Bolivia Reserve & NSL Stars Pencil Bag
- 3/21 Bloom Medium Seasonal, Seasonal Drinks, Seasonal Bakery, Seasonal Food, Seasonal Tea (plus new tea tins), MKE Coffee Canister
- 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	1/25: Sweater Weather 2/8: Coffee Heron MiiR Traveler 2/29: Golden Plum Bolivia Small Batch 3/14: 30 year License Plate Tee				
<table border="1"> <tr> <td data-bbox="138 1079 391 1346"> 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 </td> <td data-bbox="391 1079 638 1346"> 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 </td> </tr> <tr> <td data-bbox="138 1346 391 1619"> 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 </td> <td data-bbox="391 1346 638 1619"> 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 </td> </tr> </table>	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	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	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	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	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: Golden Plum Bolivia, Oak Barrel Ecuador, and Hazy Peach Ethiopia (use Boneshaker Colombia once the Reserve is out).
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Cafe Seasonal 'Spro Menu	1/4: Raspberry Cacao Burundi <ul style="list-style-type: none"> • In: 18.8-19.3 g • Out: 37-42 g • Time: 27-32 seconds 2/1: Hazy Peach Ethiopia <ul style="list-style-type: none"> • In: 19.3-19.7 g • Out: 42-47 g • Time: 25-29 seconds 				
Online Only Promotions	1/25 - 1/31: \$3 off Penguin Mini Enamel Mug 2/15 - 2/18: 15% off Time-Bound Subscriptions				
Online Only Launches	Several Product Bundles available				