

WEEKLY OPS RECAP

QUARTER 1, WEEK 1
1/1/2024 - 1/7/2024



OPERATIONS

RING OF FIRE TEMPORARILY DISCONTINUED: Hey Teams! We are able to keep Ring of Fire around for a few extra weeks. Please see below for updated last order dates!

○ **TO DO LIST:**

- **1/13 & 1/14:** Last Order dates for Ring of Fire
- **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

HOLIDAY DECOR PACK UP SCHEDULE: Holiday Decor in your cafes will be packed up by Harmony and Val. This schedule will be coming soon to stay tuned, but we plan to be in cafes the second week of January (8th - 12th). Stay tuned for specific dates.

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

1/15 DR. MARTIN LUTHER KING, JR. DAY: Banks will be closed on Monday, January 15th. Coaches, still do paperwork and have cash counted as usual by 8AM on 1/15 however deposits will have to be done on Tuesday, 1/16 before noon.

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



OPERATIONS

SCC TRANSPORTATION GRANT NOW OPEN: Hey Coffee Geeks! In striving to be equitable, inclusive, and environmentally conscious, SCC offers a transportation grant opportunity to a handful of team members each quarter. This grant is awarded based on need. Team members who receive this grant will receive a monthly reimbursement towards a bus pass, bike, etc. If your primary method of transportation to work is something other than a personal vehicle and you are interested in participating, please email teams@stonecreekcoffee.com to request an application. All current and previous recipients should reach out to Teams to request a new application to reapply for the upcoming quarter. We will be accepting applications Tuesday, January 2nd through the end of the day Tuesday, January 16th, 2024. Q1 grant recipients will be selected by the end of the day on Monday, January 22nd.



IMPORTANT LAUNCH NOTES

BUMBLE SHORT RUN

- **EOD 1/10:** Move to coffee to “Last Chance” area
- *3 weeks post roast date: Pull remainder of bags and brew as COD*



LAUNCH INFO

12/28 - 1/10 20% OFF HOLIDAY COFFEE BOXES & HOLIDAY COFFEE TINS: If we still have stock left by this point, we'll have a 20% off sale to move through some of the holiday items. This will be in our cafes only and NOT on ecom. 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.**

- Here is what is included in the sale, if still available then:
 - Peace & Joy Coffee Box
 - Sparkle & Shine Coffee Box
 - Bumble Coffee Tin
 - Santa's Revenge Coffee Tin
 - NOTE: The other coffee tins (Bones, CC, & 3 Vols are not included in sale!)
- Do not order up for this sale, this is just to move through existing inventory in your cafes.will
- **EOD 12/27** Put up the 2 sales signs you received near the items that are on sale.
- **EOD 1/10** Send any left over gift boxes, Bumble Tins, and Santa Tins to FCT PRO

1/10 HOLIDAY MUG RETURN

- **EOD 1/10:** Package up all Holiday Mugs and return to FCT PRO with Return Slip.



LAUNCH INFO

1/11 WINTER DRINK LAUNCH

- *****Housemade Peppermint Staying!** - Please keep in mind that we are transitioning away from 1883 Peppermint. When we move into winter drinks, please adjust to ordering smaller amounts of peppermint as it will no longer be on the seasonal menu, but will only be available via your Kitchen Live Catalog.
- **What's Leaving:**
 - Pumpkin Spice
 - Maple Ube
 - Peppermint Mochas - but Peppermint is staying!
 - Golden Milk Tea Latte
- **What's Launching:**
 - Orange Blossom Gingerbread Latte (Hot, Iced, Frozen)
 - Miso Butterscotch (Hot, Iced, Frozen)
 - Spiced Fig (Hot, Iced, Frozen)
- **Prices:**
 - Seasonal Lattes (8oz: \$4.75//12oz: \$5.25//16oz: \$5.75//20oz: \$6.50)
 - Seasonal Frozen Lattes (12oz: \$6.00//16oz: \$6.50//20oz: \$7.00)
 - Sweet Foam Cold Brew (12oz: \$4.50//16oz: \$5.00//20oz: \$5.50)
- **Syrups/Ingredients to order:**
 - Orange Blossom Gingerbread Syrup
 - Miso Butterscotch Syrup
 - Spiced Fig Syrup
- **Vinyl boards:**
 - We will be sending each cafe a new seasonal menu board(s). Keep in a safe spot until night before launch. Please install new board(s) when noted below and send back old board WITH ORANGE TAPE ON IT STATING YOUR CAFE NAME also when noted below. If you have not received your new menu board by 1/8, please reach out to Harmony hkrafttakacs@stonecreekcoffee.com and Bryan bkraft@stonecreekcoffee.com
- **Seasonal Drink Prep:**
 - **12/30:** The Bakery will set tasting pars for all seasonal syrups in Bakery Order Matrix in Live so they are set to arrive by 1/4, one week before Launch. These pars will be low and should be enough for tasting and filling syrup bottles only.
 - **1/1:** All cafes begin lowering pars for Pumpkin Spice, Maple Ube, Golden Milk, and Cinnamon Pepper in Bakery Order Matrix in Live. ***You may also wish to lower peppermint, but please keep it in stock and order in quarts if necessary.
 - **1/4:** Launch Materials arrive in the cafe with your marketing materials. Look for syrup labels, cheat sheets, and laminated drink recipe guides.
 - **1/8:** In advance of launch Coaches should look ahead to the syrup pars set in Live and make updates to the upcoming weekend to be sure they will have adequate supply to restock after launch.
 - **1/10 & 1/11:** Bakery will be sending out the second order of syrups to prepare cafes for a strong launch and opening weekend. These have been set by the Bakery and Master Coaches. Do not update launch numbers (any seasonal syrup numbers leading up to the day of launch).
 - **1/10:** Prep squeeze bottles of Orange Blossom, Miso, and Spiced Fig.
 - **1/10:** Replace syrup cheat sheets for frozen and regular lattes.
 - **1/10:** Hang up new Menu boards at EOD.
 - **1/11 : Launch Winter Drinks**



LAUNCH INFO

1/11 WINTER BAKERY LAUNCH

Seasonal

What is Ending:

- Rosemary Honey Muffin (GF) \$4.25
- Spicy Chai Muffin (V) \$4.25
- Chicken Curry Goat Cheese Stuff'd Bread \$6.00
- Pumpkin Maple Scone (V) \$4.50
- Butter Pecan Danish \$5.00
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What's Launching:

- Chocolate Peppermint Muffin (V) - \$4.25
- Cranberry Orange Muffin (GF) - \$4.25
- Raspberry Lemon Vegan Scone (V) - \$4.50
- Pistachio Cherry Danish - \$5.00
- Sundried Tomato, Spinach & Feta Quiche (GF) - \$6.00
- Chorizo, Egg and Cheese Stuff'd Bread - \$6.00

The Bakery will replace your seasonal orders and set pars for all of these items. We will be sending out samples to all cafes during the week of 1/1. Look for these and share with your team!

1/11 WINTER KITCHEN LAUNCH

Seasonal

What's Launching:

- **Almond Croissant Waffle:** Almond Cream + Almond Mascarpone + Toasted Almonds + Maple Syrup + Dusting of Powdered Sugar
- **Sweet Potato Fritter + Black Bean + Egg:** Sweet Potato Fritter + Crispy Egg + Black Bean & Roasted Corn Salsa + Cumin Yogurt Sauce
- **Tomato Chutney + Halloumi Cheese + Egg:** Roasted Tomato Chutney + Grilled Halloumi Cheese + Bacon + Giardiniera + Over Medium Egg
- **Vegan Breakfast Tacos:** Crispy Coated Sweet Potatoes + Vegan Scrambled "Eggs" + Roasted Cranberry Pomegranate Salsa + Avocado Crema + Cotija "Cheese" + Cilantro
- **Grapefruit + Pomegranate + Pistachio:** Citrus Yogurt + Grapefruit Curd + Roasted Grapefruit + Pomegranate Seeds + Toasted Pistachios + Candied Grapefruit Zests
- **Chai + Poached Pear + Hazelnut:** Chai Spiced Yogurt + Chai Poached Pear + Burnt Honey Tuiles + Toasted Hazelnuts + Burnt Honey Drizzle
- **Biscuits + Chicken Sausage Gravy + Egg:** Buttermilk Biscuits + Chicken Sausage Gravy + Sunny Side Up Egg + Chives
- **Tomato Shakshuka + Roasted Potatoes + Egg:** Tomato Based Shakshuka + Sausage + Roasted Gem Potatoes + Sunny Side Up Egg + Goat Cheese + Microgreens
- **Chocolate + Orange Overnight Oats:** Rolled Oats + Chia Seeds + Bittersweet Cocoa + Orange Supremes + Citrus Yogurt + Pomegranate Seeds
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LAUNCH INFO

1/11 SNOWMAGEDDON LAUNCH

Seasonal Medium

16oz: \$20.00

80oz: \$85.00

- Replaces: Santa's Revenge, so keep this in mind when ordering.
- You will display a 5lb bag on the shelves (which will replace the 5lb bag of Santa's Revenge.)
- 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.
- 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.
- **We won't be brewing as COD on launch day (due to the two other coffees launching the same day), but each cafe will still receive a COD sign for use when you'll brew it over the course of its run in our line.**
- **Ordering Quantities:** See your cafe for notes on prepacks, bulk for COD, 5lb on display, etc.
 - **Pre-Launch Order #1 (1/4, 1/6, & 1/7):**
 - DWN, DF, FCT, HAR, OCN, SHR, TOSA, WFB:
 - Order 15lbs Total Bulk: 5lbs for bean display, 10lbs backup
 - Order 16 prepacks for 1lb displays
 - GLN: Order 30lbs Total Bulk: no prepacks, bag beans to fill displays
 - **Order #2 (1/9 & 1/10):**
 - All Cafes - Order to your Seasonal pars for your 2nd order (arrives within 1-2 days of launch)
- **1/2:** Order tasting sample, 1lb, 5lb labels & Coffee ID sticker (*TOSA, FCT, OCN, SHR, DF*)
- **1/2:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **1/3:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **1/3:** Order tasting sample, 1lb, 5lb labels & Coffee ID sticker (*GLN, HAR, DWN*)
- **1/4:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **1/4:** Order prepacks, bulk, and tasting sample, 1lb, 5lb labels & Coffee ID sticker (*WFB*)
- **1/4:** Labels & ID Sticker delivered (*TOSA, FCT, OCN, SHR, DF*)
- **1/5:** Labels & ID Sticker delivered (*GLN, HAR, DWN*)
- **1/6:** Order prepacks and bulk (*TOSA, FCT, OCN, SHR, DF*)
- **1/6:** Coffee, labels & ID Sticker delivered (*WFB*)
- **1/7:** Order prepacks and bulk (*DWN, HAR*)
- **1/7:** Order bulk (*GLN*)
- **1/8:** Coffee delivered (*TOSA, FCT, OCN, SHR, DF*)
- **1/9:** Coffee delivered (*GLN, HAR, DWN*)
- **1/10:** Set-up cafe after close: use planogram & checklist for shelves, make Coffee ID sticker, etc.
- **1/11: Launch Snowmageddon**



LAUNCH INFO

1/11 SWEATER WEATHER LAUNCH

Seasonal Dark

16oz: \$20.00

80oz: \$85.00

- Replaces: Dark Dragon Costa Rica, so keep this in mind when ordering.
- You will display a 5lb bag on the shelves (which will replace the 5lb bag of Dark Dragon Costa Rica.)
- 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.
- 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 (dark option) on launch day! 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, 5lb on display, etc.
 - **Pre-Launch Order #1 (1/4, 1/6, & 1/7):**
 - DWN, DF, FCT, HAR, OCN, SHR, TOSA, WFB:
 - Order 20lbs Total Bulk: 5lbs for COD, 5lbs for bean display, 10lbs backup
 - Order 16 prepacks for 1lb displays
 - GLN: Order 35lbs Total Bulk: 5lbs for COD, no prepacks, bag beans to fill displays
 - **Order #2 (1/9 & 1/10):**
 - All Cafes - Order to your Seasonal pars for your 2nd order (arrives within 1-2 days of launch)
- **1/2:** Order tasting sample, 1lb, 5lb labels & Coffee ID sticker (*TOSA, FCT, OCN, SHR, DF*)
- **1/2:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **1/3:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **1/3:** Order tasting sample, 1lb, 5lb labels & Coffee ID sticker (*GLN, HAR, DWN*)
- **1/4:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **1/4:** Order prepacks, bulk, and tasting sample, 1lb, 5lb labels & Coffee ID sticker (*WFB*)
- **1/4:** Labels & ID Sticker delivered (*TOSA, FCT, OCN, SHR, DF*)
- **1/5:** Labels & ID Sticker delivered (*GLN, HAR, DWN*)
- **1/6:** Order prepacks and bulk (*TOSA, FCT, OCN, SHR, DF*)
- **1/6:** Coffee, labels & ID Sticker delivered (*WFB*)
- **1/7:** Order prepacks and bulk (*DWN, HAR*)
- **1/7:** Order bulk (*GLN*)
- **1/8:** Coffee delivered (*TOSA, FCT, OCN, SHR, DF*)
- **1/9:** Coffee delivered (*GLN, HAR, DWN*)
- **1/10:** Set-up cafe after close: use planogram & checklist for shelves, prep COD, make Coffee ID sticker, etc.
- **1/11: Launch Sweater Weather**



LAUNCH INFO

1/11 ULTIMATE BACKYARD - HAILEY'S "MY BREW" LAUNCH

Short Run

8oz: \$10.00

- This My Brew is brought to you by Hailey Barsch, our Director of Bakery.
- A note from Hailey: *Just last year, I moved to a new house next to a floodplain. Because no one can build on this land, my family and I get the benefit of a "bonus yard". Hence, our Ultimate Backyard! As a lover of ultimate frisbee, I now have space to launch discs and make diving catches with my family, and though my energy level usually matches that of a golden retriever, my preferred coffee profiles are often much more mellow cup, super clean and balanced. In my time as a barista, I found that coffees from Peru and Colombia tend to have an awesome round body and just the right kind of florality and citrus notes to support a truly sweet, buttery cup. That dynamic profile is the best way to get me through a day filled with work, kiddos, and a game of ultimate frisbee.*
- Cafes will brew this as COD (the lighter option) 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 2/3 (final orders before "Last Chance")**
- **1/2:** Marketing materials arrive in cafe with PM delivery (TOSA, FCT, OCN, SHR, DF)
- **1/3:** Marketing materials arrive in cafe with PM delivery (GLN, HAR, DWN)
- **1/4:** Marketing materials arrive in cafe with PM delivery (WFB)
- **1/4:** Order prepacks & bulk (WFB)
- **1/6:** Order prepacks & bulk (TOSA, FCT, OCN, SHR, DF)
- **1/6:** Coffee delivered (WFB)
- **1/7:** Order prepacks & bulk (GLN, HAR, DWN)
- **1/8:** Coffee delivered (TOSA, FCT, OCN, SHR, DF)
- **1/9:** Coffee delivered (GLN, HAR, DWN)
- **1/10:** Set-up after close: use planogram & checklist for shelves, prep COD, etc.
- **1/11: Employee "My Brew" Short Run Launch**
- **EOD 2/7:** Move to coffee to "Last Chance" area
- *3 weeks post roast date: Pull remainder of bags and brew as COD*



LAUNCH INFO

1/18 ANAEROBIC NATURAL WEST JAVA 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 1/17, 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:** Anaerobic Natural West Java, Raspberry Cacao Burundi, and Hazy Peach Ethiopia (use Boneshaker Colombia once the Reserve is out).

- Check your stock of \$32 Reserve Price Stickers. Order more if needed!
- **1/9:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **1/10:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **1/11:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **1/11:** Order Reserve (*WFB*)
- **1/13:** Order Reserve (*TOSA, FCT, OCN, SHR, DF*)
- **1/13:** Coffee delivered (*WFB*)
- **1/14:** Order Reserve (*GLN, HAR, DWN*)
- **1/15:** Coffee delivered (*TOSA, FCT, OCN, SHR, DF*)
- **1/16:** Coffee delivered (*GLN, HAR, DWN*)
- **1/17:** Set-up cafe after close: use planogram & checklist for shelves, brew bar \$2 upcharge note addition on menu board, prep brew bar, etc.
- **1/18:** Launch Anaerobic Natural West Java Reserve



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, place 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!
- **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)!

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 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**



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

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**



UPCOMING LAUNCHES & PROMOS

- 2/8 Val's My Brew Short Run & Kiwi Blossom Bolivia Small Batch
- 2/15 Pink Honey Java Bolivia Reserve
- 3/7 TBD My Brew & TBD Small Batch
- 3/14 Oak Barrel Reserve
- 3/21 Bloom Medium Seasonal, Seasonal Drinks, Seasonal Bakery, Seasonal Food
- 3/28 TBD Small Batch & Boneshaker Canned Cold Brew

AB Poster Schedule	12/26: Happy New Year 1/25: Sweater Weather 2/8: Merch
Cafe Brew Bar Menu <ul style="list-style-type: none"> ● Raspberry Cacao Burundi <ul style="list-style-type: none"> ○ Rinse Water: 200g ○ Grind Size: 15 ○ Coffee In: 24g ○ Bloom (30 sec): 70g ○ Total Brew Time: 1:50-2:40 ○ Total Brew Water: 350g ○ Final Cup: 11.5oz ● Hazy Peach Ethiopia <ul style="list-style-type: none"> ○ Rinse Water: 200g ○ Grind Size: 15.5 ○ Coffee In: 20g ○ Bloom (30 sec): 70g ○ Total Brew Time: 1:50-2:45 ○ Total Brew Water: 330g ○ Final Cup: 11oz 	1/4: Raspberry Cacao Burundi, Hazy Peach Ethiopia, and Boneshaker Colombia. 1/18: Anaerobic Natural West Java, Raspberry Cacao Burundi, and Hazy Peach Ethiopia (use Boneshaker Colombia once the Reserve is out).
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
Online Only Promotions	1/4 - 1/10: \$3 Off 1lb Dark Dragon
Online Only Launches	Several Product Bundles available