

WEEKLY OPS RECAP

QUARTER 1, WEEK 7
2/12/2024 - 2/18/2024



OPERATIONS

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.

FEBRUARY NSL WORKSHOP DETAILS: Our February 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. Closing signage will be delivered to applicable cafes(*) ahead of time and should be hung up by the appropriate date below.

- **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

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 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!

EMPLOYEE SATISFACTION SURVEY: 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 sent 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.

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OPERATIONS

EMPLOYEE SATISFACTION SURVEY CONTINUED: 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.

This survey will run for two weeks, closing on Monday, February 19th. Team Leaders, please take a moment in your upcoming administrative time to add reminders about this survey in team communication and team schedules.

PRODUCTION FLOOR & DELIVERY MANAGER POSITIONS: Having beans & merchandise arrive in our spaces, mailboxes, and grocery stores can feel a bit like magic sometimes, but it would not be possible without the remarkable care and talent of our Production Team! Our Production Team is seeking two team members to join their team to respectively fill the roles of Production Floor Manager and Production Delivery Manager. The Production Floor Manager will work closely with our Fulfillment Specialist to coach, support, and coordinate the fulfillment of cafe, ecommerce, and wholesale orders while the Production Delivery Manager will work alongside our Delivery Driver team to ensure those fulfilled orders make their way to their customer. If you're interested in growing your career in coffee, supporting & collaborating with a team of talented coffee geeks, and learning about production operations, check out one or both of the roles on our website. For any questions regarding either role, please don't hesitate to reach out to Rachel Perik (rperik), Celeste Mitschke (cmitschke), and/or Bryan Kraft (bkraft).

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.



OPERATIONS

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.

3/6 & 3/7 PERFORMANCE COACHING TRAINING: As we continue to lean into the "everything is iterative" mantra, our Teams & People Team has been working in partnership with some of our team members to learn how we might improve our performance management processes to truly be and feel more clear, caring, and ultimately collaborative! We're excited to share these changes you, our team leaders, and ask that all team leaders attend one of our training sessions. This class will be held in person at the Factory Office and is required. All team leaders should have received calendar invitations to all sessions, please note that you only need to attend one session. Please choose from the following class times and schedule yourself accordingly:

- Wednesday, March 6th - 10am-12:30pm
- Thursday, March 7th - 10am - 12:30pm
- Thursday, March 7th - 1pm - 3:30pm

For those unable to attend or for any questions, please reach out to Rachel Perik (rperik@stonecreekcoffee.com) and Karen Strange (kstrange@stonecreekcoffee.com) for more direction and information. We look forward to learning together!

3/10 DAYLIGHT SAVINGS TIME: Are you ready to spring forward? Daylight savings 2024 begins on Sunday, March 10 at 2 a.m. Please make sure that all clocks in your workspaces get updated.



IMPORTANT LAUNCH NOTES

TINY THINGS “MY BREW” SHORT RUN

- **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

2/22 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.
 - Please find places for all the promo signage to be displayed. Work these into the display shelves and POS area.
- **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



LAUNCH INFO

2/29 SIP SLOWLY PINT GLASS LAUNCH

Sip Slowly Pint Glass: \$6

- **First Order Quantity/Other Notes:** *Check planograms for each cafe's shelf pars*
 - Sip Slowly Pint Glass: 5 per cafe, except WFB and FCT is 8 per cafe
 - Order Price Sticker: Glass \$6
 - Impact Sticker: N/A
- **NOTE:** The pint glass price is increasing to \$6! FCT and WFB change price stickers on existing pint glasses and everyone throw away old \$5 price stickers.
- **2/20:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **2/20:** Order pint (*TOSA, FCT, DF*), price & impact stickers (*TOSA, FCT, OCN, SHR, DF*)
- **2/21:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **2/21:** Order pint (*HAR*), price & impact stickers (*GLN, HAR, DWN*)
- **2/22:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **2/22:** Pint arrives (*TOSA, FCT, DF*), price & impact stickers arrive (*TOSA, FCT, OCN, SHR, DF*)
- **2/22:** Order pint, price, & impact stickers (*WFB*)
- **2/23:** Pint arrives (*HAR*), price & impact stickers arrive (*GLN, HAR, DWN*)
- **2/24:** Order pint (*SHR, OCN*)
- **2/24:** Pint and price & impact stickers delivered (*WFB*)
- **2/25:** Order pint (*GLN, DWN*)
- **2/26:** Pint arrives (*SHR, OCN*)
- **2/27:** Pint arrives (*GLN, DWN*)
- **EOD 2/28:** Set-up cafe after close for launch using plan-o-gram. All cafes except WFB and FCT Cafe, transfer Black Sheep Pint Glasses to FCT Cafe. FCT and WFB update price stickers on all pint glasses to be \$6. Dispose of old \$5 pint price stickers.
- **2/29: Sip Slowly Pint Glass Launch**



LAUNCH INFO

3/7 THIRD COAST B & B - ANNA'S "MY BREW" LAUNCH

Short Run

8oz: \$10.00

- This My Brew is brought to you by Anna Oelerich, our Accounting Assistant.
- A note from Anna: Coming soon!
- 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 3/30 (final orders before "Last Chance")**
- **2/27:** Marketing materials arrive in cafe with PM delivery (TOSA, FCT, OCN, SHR, DF)
- **2/28:** Marketing materials arrive in cafe with PM delivery (GLN, HAR, DWN)
- **2/29:** Marketing materials arrive in cafe with PM delivery (WFB)
- **2/29:** Order prepacks & bulk (WFB)
- **3/2:** Order prepacks & bulk (TOSA, FCT, OCN, SHR, DF)
- **3/2:** Coffee delivered (WFB)
- **3/3:** Order prepacks & bulk (GLN, HAR, DWN)
- **3/4:** Coffee delivered (TOSA, FCT, OCN, SHR, DF)
- **3/5:** Coffee delivered (GLN, HAR, DWN)
- **3/6:** Set-up after close: use planogram & checklist for shelves, prep COD, etc.
- **3/7: Employee "My Brew" Short Run Launch**
- **EOD 4/3:** Move to coffee to "Last Chance" area
- *3 weeks post roast date: Pull remainder of bags and brew as COD*



LAUNCH INFO

3/7 GOLDEN PLUM BOLIVIA 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.
- **2/29:** Order 10LB bulk (WFB)
- **3/2:** Order 10LB bulk (FCT, OCN, DF) // Order 5LB bulk (TOSA, SHR)
- **3/3:** Order 10LB bulk (HAR, DWN) // Order 5LB bulk (GLN)
- **EOD 3/6:** Write in the Seasonal 'Spro "Golden Plum Bolivia" on the line underneath "Seasonal Espresso" on the menu boards.
- **3/7: Golden Plum Bolivia as Seasonal 'Spro**

KIWI BLOSSOM BOLIVIA SMALL BATCH & PINK HONEY JAVA BOLIVIA RESERVE LAUNCHES DELAYED:

These coffees were scheduled to launch 3/7 & 3/14. The dates are now TBD and we aren't sure what will be launching in their places. Stay tuned!



LAUNCH INFO

3/14 HIBISCUS TIDE DECAF PERU LAUNCH

Seasonal Decaf

16oz: \$20.00

80oz: \$85.00

- Replaces: Brazen Berry Decaf Colombia, so keep this in mind when ordering.
- 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 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 (3/9 & 3/10):**
 - DWN, DF, FCT, HAR, OCN, SHR, TOSA, WFB:
 - Order 10 lbs Total Bulk: 5lbs for Decaf COD, 5lbs backup
 - Order 10 prepacks for 1lb displays
 - GLN: Order 20lbs Total Bulk: 5lbs for Decaf COD, no prepacks, bag beans to fill displays
 - **Order #2 (3/12 & 3/13):**
 - All Cafes - Order to your Seasonal Decaf pars for your 2nd order (arrives within 1-2 days of launch)
- 3/5: Order tasting sample, 1lb, 5lb labels & Coffee ID sticker (*TOSA, FCT, OCN, SHR, DF*)
- 3/5: Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- 3/6: Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- 3/6: Order tasting sample, 1lb, 5lb labels & Coffee ID sticker (*GLN, HAR, DWN*)
- 3/7: Marketing materials arrive in cafe with PM delivery (*WFB*)
- 3/7: Order prepacks, bulk, and tasting sample, 1lb, 5lb labels & Coffee ID sticker (*WFB*)
- 3/7: Labels & ID Sticker delivered (*TOSA, FCT, OCN, SHR, DF*)
- 3/8: Labels & ID Sticker delivered (*GLN, HAR, DWN*)
- 3/9: Order prepacks and bulk (*TOSA, FCT, OCN, SHR, DF*)
- 3/9: Coffee, labels & ID Sticker delivered (*WFB*)
- 3/10: Order prepacks and bulk (*DWN, HAR*)
- 3/10: Order bulk (*GLN*)
- 3/11: Coffee delivered (*TOSA, FCT, OCN, SHR, DF*)
- 3/12: Coffee delivered (*GLN, HAR, DWN*)
- 3/13: Set-up cafe after close: use planogram & checklist for shelves, prep COD, make Coffee ID sticker, etc.
- 3/14: Launch Hibiscus Tide Decaf Peru



LAUNCH INFO

3/14 COSMIC NSL PENCIL BAG LAUNCH

Cosmic NSL Pencil Bag: \$10

- **First Order Quantity/Other Notes:** *Check planograms for each cafe's shelf pars*
 - Cosmic NSL Pencil Bag: 5 per cafe, except WFB and FCT is 8 per cafe
 - Order Price Sticker: Pencil Bag (same one you already have)
 - Impact Sticker: N/A
- **3/5:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **3/5:** Order mug (*TOSA, FCT, DF*), price & impact stickers (*TOSA, FCT, OCN, SHR, DF*)
- **3/6:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **3/6:** Order mug (*HAR*), price & impact stickers (*GLN, HAR, DWN*)
- **3/7:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **3/7:** Mug arrives (*TOSA, FCT, DF*), price & impact stickers arrive (*TOSA, FCT, OCN, SHR, DF*)
- **3/7:** Order mug, price, & impact stickers (*WFB*)
- **3/8:** Mug arrives (*HAR*), price & impact stickers arrive (*GLN, HAR, DWN*)
- **3/9:** Order mug(*SHR, OCN*)
- **3/9:** Mug and price & impact stickers delivered (*WFB*)
- **3/10:** Order mug (*GLN, DWN*)
- **3/11:** Mug arrives (*SHR, OCN*)
- **3/12:** Mug arrives (*GLN, DWN*)
- **EOD 3/13:** Set-up cafe after close for launch using plan-o-gram & checklist for ALL displays. All cafes except FCT Cafe, transfer Crazy Hands NSL Pencil Bag to FCT Cafe. FCT continue to sell Crazy Hands bag at regular price.
- **3/14: Cosmic NSL Pencil Bag Launch**



WHAT'S COMING UP

- 3/21 Bloom Medium Seasonal, Seasonal Drinks, Seasonal Bakery, Seasonal Food, Seasonal Tea (plus new tea tins), Milwaukee Coffee Canister
- 3/28 Boneshaker Canned Cold Brew
- 4/4 Kiwi Blossom Bolivia as Seasonal 'Spro, Wonderberry Jam Ethiopia Small Batch, Mushroom Mug, & Good Land Short Run
- 4/11 Gift Card Giveback, 32 oz MiiR Floral All Day Straw Cup
- 4/18 TBD Geisha Reserve
- TBD Seasonal Dark

AB Poster Schedule	<p>2/8: Coffee Heron MiiR Traveler 2/29: Golden Plum Bolivia Small Batch 3/14: 30 year License Plate Tee 3/28: Bloom</p>				
<table border="1"> <tr> <td data-bbox="138 936 386 1199"> <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> <td data-bbox="389 936 634 1199"> <p>Oak Barrel Rinse Water: 200g Grind Size: 14 Coffee In: 23g Bloom (30 sec): 70g Brew Time: 1:50-2:40 Brew Water: 360g Final Cup: 12oz</p> </td> </tr> <tr> <td data-bbox="138 1203 386 1518"> <p>Golden Plum Rinse Water: 200g Grind Size: 16 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 1203 634 1518"></td> </tr> </table>	<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>Oak Barrel Rinse Water: 200g Grind Size: 14 Coffee In: 23g Bloom (30 sec): 70g Brew Time: 1:50-2:40 Brew Water: 360g Final Cup: 12oz</p>	<p>Golden Plum Rinse Water: 200g Grind Size: 16 Coffee In: 24g Bloom (30 sec): 70g Brew Time: 1:50-2:40 Brew Water: 360g Final Cup: 12oz</p>		<p>2/15: Golden Plum Bolivia, 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>2/1: Hazy Peach Ethiopia</p> <ul style="list-style-type: none"> • In: 19.3-19.7 g • Out: 42-47 g • Time: 25-29 seconds <p>3/7: Golden Plum Bolivia</p> <ul style="list-style-type: none"> • TBD 				
Online Only Promotions	<p>2/15 - 2/21: \$3 off KeepCup 2/15 - 2/18: 15% off Time-Bound Subscriptions 3/21 - 3/25: Mug Giveaway when spending over \$50</p>				
Online Only Launches	<p>Several Product Bundles available</p>				