

WEEKLY OPS RECAP

QUARTER 1, WEEK 6
2/5/2024 - 2/11/2024



OPERATIONS

NEW YEAR DEEP CLEANING - All Quarterly Deep Cleaning tasks are due to be completed by EOD Sunday 02/15 at the latest.

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!

COMPOSITION UPDATES: With the arrival of our fresh lot of Cajamarca Peru, we have some new updates for coffees coming! Stay tuned for updated notification sheets. And continue to use your current labels. Any changes to labels will be soft launched.

- Jasmine Mist Peru will be updated with the roast date of 2/12. We are replacing the Ukuku lot with the newly arrived Cajamarca lot, which is brighter, has notes of hibiscus and red berries, and really shines when roasted light!
- Voyager has been smooth and creamy, but in order to elevate it we are blending our pulped natural Brazil with the fresh Ukuku Peru and roasted medium. This adds caramel, cacao, as well as floral oolong and brings out tropical fruit notes while keeping the creamy mouthfeel. Update will have a roast date of 2/12.
- Green Bike will be updated with a roast date of 2/7. We are keeping the same medium base at 50% Nicaragua, and updating the light component to 50% light Cajamarca Peru. My goal here is to have us offer an espresso that is fresh and clean, with the best possible balance of sweetness and acidity. Tasting notes: red berries, orange, hibiscus, marshmallow, cacao, caramel. Please keep in mind that we degas our espresso for two weeks ideally before they hit cafes. Parameters to come



OPERATIONS

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.

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

(Whitefish Bay, Downer, Shorewood, and Glendale to close early on respective workshop dates at 5pm. Oconomowoc & Wauwatosa Bluemound to close early on respective dates at 4:30pm).

Office staff, stay tuned for more information. Drew will be sending an email by EOD 2/9.

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!



OPERATIONS

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.

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.

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

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

2/15 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



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, 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**

3/7 KIWI BLOSSOM BOLIVIA SMALL BATCH LAUNCH

Small Batch

16oz: \$24.00

- This coffee replaces Hazy Peach Ethiopia, so keep that in mind when ordering.
- **Brew Bar Menu:** Kiwi Blossom Bolivia, Golden Plum Bolivia, and Boneshaker Colombia.
- 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
- **2/27:** Order Tasting Sample Bag Labels (*TOSA, FCT, OCN, SHR, DF*)
- **2/27:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **2/28:** Order Tasting Sample Labels (*GLN, HAR, DWN*)
- **2/28:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **2/29:** Labels arrive (*TOSA, FCT, OCN, SHR, DF*)
- **2/29:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **2/29:** Order prepacks and Tasting Sample Labels (*WFB*)
- **3/1:** Labels arrive (*GLN, HAR, DWN*)
- **3/2:** Labels and Coffee delivered (*WFB*)
- **3/2:** Order prepacks (*TOSA, FCT, OCN, SHR, DF*)
- **3/3:** Order prepacks (*GLN, HAR, DWN*)
- **3/4:** Coffee delivered (*TOSA, FCT, OCN, SHR, DF*)
- **3/5:** Coffee delivered (*GLN, HAR, DWN*)
- **3/6:** Set-up cafe after close: use planogram & checklist for shelves, brew bar, etc.
- **3/7: Launch Kiwi Blossom Bolivia**



WHAT'S COMING UP

- 3/14 Pink Honey Java Bolivia Reserve, TBD Seasonal Decaf, & Cosmic 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, Wonderberry Jam Ethiopia Small Batch, Mushroom Mug, & Good Land Short Run
- 4/11 TBD Gesha Reserve, Gift Card Giveback

AB Poster Schedule	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 388 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> <td data-bbox="394 1079 634 1346"> 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 </td> </tr> <tr> <td data-bbox="138 1354 388 1610"></td> <td data-bbox="394 1354 634 1610"></td> </tr> </table>	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	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			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). 3/7: Kiwi Blossom Bolivia, Golden Plum Bolivia, and Boneshaker Colombia.
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Cafe Seasonal 'Spro Menu	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 3/7: Golden Plum Bolivia <ul style="list-style-type: none"> • TBD 				
Online Only Promotions	2/8 - 2/14: \$3 off 1 lbs of Snowmageddon 2/15 - 2/18: 15% off Time-Bound Subscriptions				
Online Only Launches	Several Product Bundles available				