

# WEEKLY OPS RECAP

QUARTER 1, WEEK 11  
3/11/2024 - 3/17/2024



## OPERATIONS

**MARCH PAY & PERFORMANCE REVIEWS:** Team Leaders! 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.

**UPDATED REFRIGERATION & DATING GUIDE:** An updated Refrigeration & Dating Guide is attached to this week's Recap - please recycle your old Guide and replace with this new one (see date updated in top right corner).

- **UPDATES:** Brew Bar beans expire 28 days off roast date stamped on bag (pull for COD). Cold Brew prepacks expire 60 days off roast date stamped on bag.

**NEW OATMEAL CUPS:** Coming soon to your cafes will be new shaped oatmeal cups. Our distributor has discontinued the previous cup, but our new cups hold the same volume and have the same cute "kraft" cardboard look. We actually like them much more as they fit our previous labels even better than the last cup and will be super cute on your shelves. The difference is that the new ones are shorter and wider, rather than tall and thin. Please inform your customers that these are NOT SMALLER. They hold the same volume as the last cups. We did not just take the distributor's word for it, we tested them ourselves to make sure. The one concern we see is that if you have an issue fitting these new cups on your shelves, please work with your Master Coach to find a solution so your shelves are always full and beautiful, and of course, please reach out to bakeryleaders@stonecreekcoffee.com if you have any questions.

**3/31 EASTER:** Cafes are to close at 5:00pm - Make sure that these hours are posted one week prior, if they differ from your regular hours schedule (DWN, GLN, and SHR)

- OCN will close at 2:00pm.
- Kitchens will close at 3:00pm
- Leaders, pay your staff Holiday 2x pay (record this accurately in the FR.)
- For scheduling and pastry ordering, please complete the Easter Holiday Management Guide on Drive. You will use Square to reference sales, etc. from the previous year.
- Reach out to Karen if you have any questions.

**4/4 SPRING TNT - HOEDOWN THROWDOWN:** Our next all-company gathering is a Thursday Night Throwdown, April 4 from 6-9pm at the Factory. This TNT will feature a hoedown theme, latte art competitions, and a chili & soup cook off with prizes for first, second and third place! For more details, sign-ups, and to RSVP, check out the link in the Employee Newsletter. We hope to see everyone there!



## OPERATIONS

**GREEN BIKE ADJUSTMENTS:** Our fresh container of Nicaragua has been delayed enroute, and we don't have enough of our current lot to keep it in Green Bike Espresso until the new lot arrives. In order to make everything work, we will be adjusting our Green Bike composition temporarily. Starting with the roast date 3/12, Green Bike will be 50% Cajamarca Peru - Light and 50% Ukuku Peru - Medium. This is all fresh coffee and will taste excellent on espresso! This blend has notes of red berries, orange peel, wildflower honey, maple syrup, and golden raisin with a thick honey body. Parameters will come next week, after the roast has a bit of time to degas. We will likely keep this on espresso for at least 4 weeks before returning to our medium Nicaragua base, stay tuned! Thank you! -Jes

**DECAF CREAM CITY UPDATE:** Here are the Decaf Cream City parameters to accommodate the new composition change. The parameters are:

- In: 18.8-19.3g
- Out: 35-42g
- Time: 25-32sec

**CREAM CITY UPDATE:** On 3/21 Cream City will be getting an update! With the arrival of our fresh Colombia lot from Huila, we will be moving to a 100% fresh Colombia Composition, 1 third roasted medium and 2 thirds roasted light. This is our creamiest and juiciest version of our signature year round offering. Look for a caramel body with notes of berries and lemon.

**NEW COLD BREWING INSTRUCTIONS AND COLD BREW HAACP:** Please look for updated Cold Brew instructions coming soon! We have been working closely with the Wisconsin Health Department to develop a super food safe recipe for our Cold Brew. Our new recipe is effective **immediately** and is as follows...

1. Open the cold brew bag and pull out the filter-bag full of coffee.
2. Set the filter bag into the bottom of your 5 gallon cold brew container and flatten.
3. Fill a handled pitcher with 120 ounces of cool water (50-55 F) and pour two full 120 ounce pitchers over the grounds.
4. Wash hands, put on gloves, and massage the grounds before adding **ONE final 120 ounce pitcher of water.** - *We now only add 3 pitchers of water in the initial steep. This ensures a higher sugar concentration/reduced likelihood of bacterial growth during the 14 hour brew period.*
5. Put a lid on the cold brew container, and be sure to keep at room temperature (no more than 85F) for 14 hours.
6. After the 14 hour brew time is complete, lift the filter out and gently squeeze any remaining liquid out.
7. Add a 120oz pitcher of water and a final 40oz of water (total 160oz) to dilute cold brew to the proper strength for consumption.
8. Decant or keg as needed and refrigerate immediately.

*We have approval from the Health Department to hold our cold brew for 7 days after brewing, at 41 and below. You are approved to hold coffee (brewed in this way) in Kegs and/or pitchers.*

New HACCP Plans are coming soon. Please review them, look for these updates, and sign off on them as soon as you can.



## IMPORTANT LAUNCH NOTES

### THIRD COAST B & B “MY BREW” SHORT RUN

- 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

### 3/14 GUAVA BANANA COLOMBIA RESERVE LAUNCH -

**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** - 16 bags (15 for sale/brew bar, 1 bag for team sampling)
- **WFB** - 16 bags (15 for sale/brew bar, 1 bag for team sampling) + **4 Cold Brew Prepacks (WFB only)**
- **TOSA, HAR, OCN, DF, SHR** - 12 bags (11 for sale/brew bar, 1 bag for team sampling)

### 3/21 PATAGONIA WILD GUAVA TEA & NEW TEA TIN LAUNCH

*Seasonal*

*Price: \$3.75*

- Replaces the Orange Blossom tea, so keep that in mind when ordering. Send back all open and unopened bags of Orange Blossom tea and Orange Blossom tea tin to FCT PRO with premade return slip.
- You will receive **ALL NEW** labeled tea tins including a Patagonia Wild Guava tin previous to launch. Please transfer your tea to the new tins by 3/21. Feel free to launch the new tins as soon as they come in if you like. Please dispose of the old copper tins. Do **NOT** send these back to the FCT. You are welcome to take the old empty copper tins home.
- **First Order Quantities:** 1 bag
- **3/12:** Marketing materials/tea tins arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **3/12:** Order tea (*TOSA, FCT, DF*)
- **3/13:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **3/13:** Order tea (*HAR*)
- **3/14:** Marketing materials/tea tins arrive in cafe with PM delivery (*WFB*)
- **3/14:** Tea arrives (*TOSA, FCT, DF*)
- **3/14:** Order tea (*WFB*)
- **3/15:** Tea arrives (*HAR*)
- **3/16:** Order tea (*SHR, OCN*)
- **3/16:** Mug delivered (*WFB*)
- **3/17:** Order tea (*GLN, DWN*)
- **3/18:** Tea arrives (*SHR, OCN*)
- **3/19:** Tea arrives (*GLN, DWN*)
- **EOD 3/20:** Install new Seasonal Menu Board. Send back all open and unopened bags of Orange Blossom tea and Orange Blossom tea tin to FCT PRO with premade return slip.
- **3/21: Launch Patagonia Wild Guava Tea**



## LAUNCH INFO

### 3/21 BLOOM LAUNCH

Seasonal Medium

16oz: \$20.00

80oz: \$85.00

- Replaces: Snowmageddon, so keep this in mind when ordering.
- You will display a 5lb bag on the shelves (which will replace the 5lb bag of Snowmageddon)
- 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 (3/16 & 3/17):**
    - 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 (3/19 & 3/20):**
    - All Cafes - Order to your Seasonal pars for your 2nd order (arrives within 1-2 days of launch)
- **3/12:** Order tasting sample, 1lb, 5lb labels & Coffee ID sticker (*TOSA, FCT, OCN, SHR, DF*)
- **3/12:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **3/13:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **3/13:** Order tasting sample, 1lb, 5lb labels & Coffee ID sticker (*GLN, HAR, DWN*)
- **3/14:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **3/14:** Order prepacks, bulk, and tasting sample, 1lb, 5lb labels & Coffee ID sticker (*WFB*)
- **3/14:** Labels & ID Sticker delivered (*TOSA, FCT, OCN, SHR, DF*)
- **3/15:** Labels & ID Sticker delivered (*GLN, HAR, DWN*)
- **3/16:** Order prepacks and bulk (*TOSA, FCT, OCN, SHR, DF*)
- **3/16:** Coffee, labels & ID Sticker delivered (*WFB*)
- **3/17:** Order prepacks and bulk (*DWN, HAR*)
- **3/17:** Order bulk (*GLN*)
- **3/18:** Coffee delivered (*TOSA, FCT, OCN, SHR, DF*)
- **3/19:** Coffee delivered (*GLN, HAR, DWN*)
- **3/20:** Set-up cafe after close: use planogram & checklist for shelves, prep COD, make Coffee ID sticker, etc.
- **3/21: Launch Bloom**





## LAUNCH INFO

### 3/21 SPRING DRINK LAUNCH

- **What's Leaving:**
  - Orange Blossom Gingerbread Latte (Hot, Iced, Frozen)
  - Miso Butterscotch (Hot, Iced, Frozen)
  - Spiced Fig (Hot, Iced, Frozen)
- **What's Launching:**
  - Almond Croissant Latte
  - Apricot & Fennel Latte
  - Coconut Pandan Latte
- **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)
- **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 3/19, please reach out to Harmony [hkrafttakacs@stonecreekcoffee.com](mailto:hkrafttakacs@stonecreekcoffee.com) and Bryan [bkraft@stonecreekcoffee.com](mailto:bkraft@stonecreekcoffee.com)
- **Seasonal Drink Prep:**
  - **3/8:** The Bakery will set tasting pars for all seasonal syrups in Bakery Order Matrix in Live so they are set to arrive by 3/15, one week before Launch. These pars will be low and should be enough for tasting and filling syrup bottles only.
  - **3/7:** All cafes begin lowering pars for Gingerbread Orange Blossom, Miso Butterscotch, and Spiced Fig in Bakery Order Matrix in Live..
  - **3/16:** Launch Materials arrive in the cafe with your marketing materials. Look for syrup labels, cheat sheets, and laminated drink recipe guides.
  - **3/18:** 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.
  - **3/20 & 3/21:** 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).
  - **3/20:** Prep squeeze bottles of Orange Blossom, Miso, and Spiced Fig.
  - **3/20:** Replace syrup cheat sheets for frozen and regular lattes.
  - **3/20:** Hang up new Menu boards at EOD.
  - **3/21 : Launch Spring Drinks**



## LAUNCH INFO

### 3/21 SPRING BAKERY LAUNCH

*Seasonal*

#### **What is Ending:**

- Chocolate Peppermint Muffin (V)
- Cranberry Orange Muffin (GF)
- Pistachio Cherry Danish
- Margherita Pizza Stuff'd Bread
- Root Veg and Goat Cheese Stuff'd Bread
- Margherita Pizza Stuff'd Loaf
- Root Veg and Goat Cheese Stuff'd Loaf

#### **What's Launching:**

- Lemon Basil Muffin (V) - \$4.25
- Coconut Pandan Muffin (GF) - \$4.25
- Blueberry Lavender Danish - \$5.00
- Leek & Goat Cheese Crustless Quiche (GF) - \$6.00
- Garden Veggie Stuff'd Bread - \$6.00
- Garden Veggie Stuff'd Loaf - \$18.00 (*FCT and WFB only*)

Bakery Leaders will be updating your launch pars for these items by 3/15. Please look for samples on 3/13, for your team to taste and discuss. Samples of Loaves will NOT be sent ahead of time.

### 3/21 SPRING KITCHEN LAUNCH

*Seasonal*

- Check out the new items hitting the Downer & Whitefish Bay Kitchens:
  - Blueberry + Lavender + Lemon Waffle
  - Basil Pesto + Roasted Veggies + Mozzarella Waffle
  - Biscuit + Fried Green Tomato + Egg Sandwich
  - Avocado + Seeded Sourdough + Egg Sandwich
  - Vegan Breakfast Tacos
  - Rhubarb + Cardamom Yogurt Bowl
  - Strawberry + Chamomile Yogurt Bowl
  - Sweet Potato Fritter + Avocado + Gochujang Bowl
  - Spring Potato + Herbs + Hard Boiled Egg Salad Bowl
  - Coconut + Matcha Overnight Oats



## LAUNCH INFO

### 3/21 MILWAUKEE COFFEE CANISTER LAUNCH

Price: \$48

- **First Order Quantity/Other Notes:** \*Check planograms for each cafe's shelf pars\*
  - 4 per cafe
    - Order Price Sticker: Coffee Canister \$48
    - Impact Sticker: B Corp
- **3/12:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **3/12:** Order canister (*TOSA, FCT, DF*), price & impact stickers (*TOSA, FCT, OCN, SHR, DF*)
- **3/13:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **3/13:** Order canister (*HAR*), price & impact stickers (*GLN, HAR, DWN*)
- **3/14:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **3/14:** Canister arrives (*TOSA, FCT, DF*), price & impact stickers arrive (*TOSA, FCT, OCN, SHR, DF*)
- **3/14:** Order canister, price, & impact stickers (*WFB*)
- **3/15:** Canister arrives (*HAR*), price & impact stickers arrive (*GLN, HAR, DWN*)
- **3/16:** Order canister (*SHR, OCN*)
- **3/16:** Canister and price & impact stickers delivered (*WFB*)
- **3/17:** Order canister (*GLN, DWN*)
- **3/18:** Canister arrives (*SHR, OCN*)
- **3/19:** Canister arrives (*GLN, DWN*)
- **EOD 3/20:** Set-up cafe after close for launch using plan-o-gram & checklist for ALL displays. ALL Cafes except FCT and WFB send your Swan Coffee Canisters to the FCT Cafe with a return slip. FCT and WFB continue to sell your Swan Canisters at regular price.
- **3/21: Milwaukee Coffee Canister Launch**

### 3/21 JACKSON'S SWEET POTATO CHIPS LAUNCH

\$3.00/bag

To pair with our Slide Potato Chips, we will be launching Jackson's Sea Salt (made with coconut oil) and Jackson's BBQ chips. These are so yummy and will be yet another delicious savory option we can offer our customers once the savory munchies set in around noon. Bakery Leaders will be setting launch pars of 5 bags of each chip for the first day of launch. Coaches are expected to work closely with Spec Ops to ensure all chip displays are full and orders are managed closely. Cafes may need to increase their pars as they see necessary.



## LAUNCH INFO

### 3/28 MUSHROOM MUG LAUNCH

\$15.00

- **First Order Quantity/Other Notes:** \*Check planograms for each cafe's shelf pars\*
  - 5 per cafe, except WFB and FCT is 8 per cafe
    - Order Price Sticker: Mug \$15
    - Impact Sticker: N/A
- **3/19:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **3/19:** Order mug (*TOSA, FCT, DF*), price & impact stickers (*TOSA, FCT, OCN, SHR, DF*)
- **3/20:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **3/20:** Order mug (*HAR*), price & impact stickers (*GLN, HAR, DWN*)
- **3/21:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **3/21:** Mug arrives (*TOSA, FCT, DF*), price & impact stickers arrive (*TOSA, FCT, OCN, SHR, DF*)
- **3/21:** Order mug, price, & impact stickers (*WFB*)
- **3/22:** Mug arrives (*HAR*), price & impact stickers arrive (*GLN, HAR, DWN*)
- **3/23:** Order mug (*SHR, OCN*)
- **3/23:** Mug and price & impact stickers delivered (*WFB*)
- **3/24:** Order mug (*GLN, DWN*)
- **3/25:** Mug arrives (*SHR, OCN*)
- **3/26:** Mug arrives (*GLN, DWN*)
- **EOD 3/27:** Set-up cafe after close for launch using plan-o-gram. \***DN, OCN, & SW ONLY**\* Transfer Moon Mug to FCT Cafe with a Return Slip.
- **3/28: Mushroom Mug Launch**





## LAUNCH INFO

**3/28 BONESHAKER CANNED COLD BREW LAUNCH:** Great news: cafes will be ordering cold brew cans through Engelhardt! This means cold brew cans will be ordered and delivered with your milk and Juiced! orders as needed each week. **Please place your initial order of cold brew cans no later than Monday 3/25.** As you sell through these, please reorder with Engelhardt as needed to keep a full display in your cold case.

- **Order quantities are:**
  - DWN, FCT and WFB - 24 cans
  - All other cafes - 16 cans
- You'll also be ordering 4-pack holders
  - These will be ordered as single units

### **4/4 TROPICAL PUNCH COLOMBIA SMALL BATCH LAUNCH - DATE UPDATED!!**

*Small Batch*

16oz: \$24.00

- **Brew Bar Menu:** Tropical Punch Colombia, Golden Plum Bolivia, and Guava Banana (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
- **3/26:** Order Tasting Sample Bag Labels (*TOSA, FCT, OCN, SHR, DF*)
- **3/26:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **3/27:** Order Tasting Sample Labels (*GLN, HAR, DWN*)
- **3/27:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **3/28:** Labels arrive (*TOSA, FCT, OCN, SHR, DF*)
- **3/28:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **3/28:** Order prepacks and Tasting Sample Labels (*WFB*)
- **3/29:** Labels arrive (*GLN, HAR, DWN*)
- **3/30:** Labels and Coffee delivered (*WFB*)
- **3/30:** Order prepacks (*TOSA, FCT, OCN, SHR, DF*)
- **3/31:** Order prepacks (*GLN, HAR, DWN*)
- **4/1:** Coffee delivered (*TOSA, FCT, OCN, SHR, DF*)
- **4/2:** Coffee delivered (*GLN, HAR, DWN*)
- **4/3:** Set-up cafe after close: use planogram & checklist for shelves, brew bar, etc.
- **4/4: Launch Tropical Punch Colombia**



## LAUNCH INFO

### 4/4 WESTERN TEE LAUNCH

\$26.00

- **First Order Quantity/Other Notes:** \*Check planograms for each cafe's shelf pars\*
  - Oconomowoc does not order apparel, so do not order
  - 2 X-Small, 3 Small, 3 Medium, 3 Large, 2 X-Large
    - Order Price Sticker: Short Sleeve T-Shirt \$26
    - Impact Sticker: Recycled
- **3/25:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, SHR, DF*)
- **3/25:** Order tee (*TOSA, FCT, DF*), price & impact stickers (*TOSA, FCT, SHR, DF*)
- **3/26:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **3/26:** Order tee (*HAR*), price & impact stickers (*GLN, HAR, DWN*)
- **3/27:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **3/27:** Tee arrives (*TOSA, FCT, DF*), price & impact stickers arrive (*TOSA, FCT, SHR, DF*)
- **3/27:** Order tee, price, & impact stickers (*WFB*)
- **3/28:** Tee arrives (*HAR*), price & impact stickers arrive (*GLN, HAR, DWN*)
- **3/29:** Order tee (*SHR*)
- **3/29:** Tee and price & impact stickers delivered (*WFB*)
- **3/20:** Order tee (*GLN, DWN*)
- **4/1:** Tee arrives (*SHR*)
- **4/2:** Tee arrives (*GLN, DWN*)
- **EOD 4/3:** Set-up cafe after close for launch using plan-o-gram & checklist for ALL displays.
- **4/4: Western Tee Launch**



## LAUNCH INFO

### 4/4 THE GOOD LAND LAUNCH

*Short Run*

8oz: \$10.00

- Cafes will brew this as COD on launch day! Each cafe will order 5lb 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 4/26 (final orders before “Last Chance”)**
- **3/26:** Marketing materials arrive in cafe with PM delivery (TOSA, FCT, OCN, SHR, DF)
- **3/27:** Marketing materials arrive in cafe with PM delivery (GLN, HAR, DWN)
- **3/28:** Marketing materials arrive in cafe with PM delivery (WFB)
- **3/28:** Order prepacks & bulk (WFB)
- **3/30:** Order prepacks & bulk (TOSA, FCT, OCN, SHR, DF)
- **3/30:** Coffee delivered (WFB)
- **3/31:** Order prepacks & bulk (GLN, HAR, DWN)
- **4/1:** Coffee delivered (TOSA, FCT, OCN, SHR, DF)
- **4/2:** Coffee delivered (GLN, HAR, DWN)
- **4/3:** Set-up after close: use planogram & checklist for shelves, prep COD, etc.
- **4/4: The Good Land Short Run Launch**
- **EOD 5/1:** Move to coffee to “Last Chance” area
- *3 weeks post roast date: Pull remainder of bags and brew as COD*



## LAUNCH INFO

**4/11 - 4/24 GIFT CARD GIVEBACK:** SCC gift cards make sweet gifts for all so be sure to talk up the upcoming sale to your customers!

- Order up on gift cards and envelopes before the promo starts!
- Order an extra register tape! You need to print 1 receipt for the customer for their GC purchase!
- Coaches please use the updated GCGB Instruction guide to train all employees before the launch.
- Updated physical copies of this document will arrive to cafes in advance with Recap. Coaches, please review this training guide closely with each team member in prep for our GCGB!
- Put up Countdown info as soon as you receive it - Ensure countdown info goes up early to inform your customers!
- Put up all other marketing material EOD WEDS 4/10 - A/B posters, display signs, etc.
- Send back **ONLY** the signed portion of the Training and Checklist GCGB packet ATTN KS by Monday 4/8 at the latest. Keep the instructional portion in cafe for reference.
- Customers can **NOT** use a SCC gift card to purchase a new gift card!! Customers **CAN** transfer the balance to a new gift card.
- Customers **CAN** use a SCC gift card on the app. Customers **CANNOT** use a gift card on stonecreekcoffee.com.
- Here are the signs/promo materials coming to cafe:
  - 4 signs (1/2 sheet) for gift card promo to be placed all over cafes
  - Countdown to promo (full sheet)
  - Business cards with promo \$ information
- **NEW!! Cafe eGift Cards** are now available for sale in Square! Customers can purchase Cafe eGift Cards instead of a physical, plastic card. These are sold at the register, received by the customer in their email, and can be added to digital wallets. Then, to redeem these, customers need only scan their phone at the register/enter their card # in the app, and they're g2g!
  - Coaches will train baristas on this cool new offering in advance of the GCGB!
- **GCCB WILL BE ONLINE:** We will have the cafe gift cards and Web E-gift cards on sale at stonecreekcoffee.com as well through this promotion.
- **GCGB WILL BE ON THE MOBILE APP:** Our mobile customers will be able to participate in this Gift Card Give Back by purchasing gift cards on the app! Teams, please refer to your GCGB Training Guides and carefully review the instructions for activating Mobile Order Gift Cards. Due to purchase amounts, customers will need to show baristas the card they used for their purchase upon pickup. Teams, please visually verify the customer's purchase card - look for their name, and also confirm that their purchase card is not an SCC Gift Card.
  - **INCREMENTS:**
    - Spend \$30 > Get \$35 > SAVE \$5
    - Spend \$100 > Get \$120 > SAVE \$20
    - Spend \$300 > Get \$375 > SAVE \$75
    - Spend \$540 > Get \$700 > SAVE \$160
    - Max 5 Splits
  - **GIFT CARD GIVEBACK CONTEST PRIZES:**
    - Most improved cafe over most recent Holiday sale in terms of \$s issued per customer.
    - Most improved cafe over last year's Spring sale in terms of \$s issued per customer.
    - Prizes will be \$100 to each winning cafe!



## LAUNCH INFO

### 4/11 32 oz MIIR FLORAL ALL DAY STRAW CUP LAUNCH

Price: \$50

- **First Order Quantity/Other Notes:** \*Check planograms for each cafe's shelf pars\*
  - WFB & FCT - 8, Rest of the cafes - 5
    - Order Price Sticker: 32 oz Miir Cup
    - Impact Sticker: B Corp
- 4/2: Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- 4/2: Order cup (*TOSA, FCT, DF*), price & impact stickers (*TOSA, FCT, OCN, SHR, DF*)
- 4/3: Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- 4/3: Order cup (*HAR*), price & impact stickers (*GLN, HAR, DWN*)
- 4/4: Marketing materials arrive in cafe with PM delivery (*WFB*)
- 4/4: Cup arrives (*TOSA, FCT, DF*), price & impact stickers arrive (*TOSA, FCT, OCN, SHR, DF*)
- 4/4: Order cup, price, & impact stickers (*WFB*)
- 4/5: Cup arrives (*HAR*), price & impact stickers arrive (*GLN, HAR, DWN*)
- 4/6: Order cup (*SHR, OCN*)
- 4/6: Cup and price & impact stickers delivered (*WFB*)
- 4/7: Order cup (*GLN, DWN*)
- 4/8: Cup arrives (*SHR, OCN*)
- 4/9: Cup arrives (*GLN, DWN*)
- **EOD 4/10:** Set-up cafe after close for launch using plan-o-gram & checklist for ALL displays.
- **4/11: 32 oz MiiR Floral All Day Straw Cup Launch**

### 4/11 TROPICAL PUNCH COLOMBIA 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.
- 4/4: Order 10LB bulk (*WFB*)
- 4/6: Order 10LB bulk (*FCT, OCN, DF*) // Order 5LB bulk (*TOSA, SHR*)
- 4/7: Order 10LB bulk (*HAR, DWN*) // Order 5LB bulk (*GLN*)
- **EOD 4/10:** Write in the Seasonal 'Spro "Tropical Punch Colombia" on the line underneath "Seasonal Espresso" on the menu boards.
- **4/11: Tropical Punch Colombia as Seasonal 'Spro**





## LAUNCH INFO

### 4/11 TOTAL ECLIPSE LAUNCH

Seasonal Dark

16oz: \$20.00

80oz: \$85.00

- Replaces: Sweater Weather, so keep this in mind when ordering.
- You will display a 5lb bag on the shelves (which will replace the 5lb bag of Sweater Weather.)
- 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 (4/4, 4/6, & 4/7):**
    - 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 (4/9 & 4/10):**
    - All Cafes - Order to your Seasonal pars for your 2nd order (arrives within 1-2 days of launch)
- 4/2: Order tasting sample, 1lb, 5lb labels & Coffee ID sticker (*TOSA, FCT, OCN, SHR, DF*)
- 4/2: Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- 4/3: Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- 4/3: Order tasting sample, 1lb, 5lb labels & Coffee ID sticker (*GLN, HAR, DWN*)
- 4/4: Marketing materials arrive in cafe with PM delivery (*WFB*)
- 4/4: Order prepacks, bulk, and tasting sample, 1lb, 5lb labels & Coffee ID sticker (*WFB*)
- 4/4: Labels & ID Sticker delivered (*TOSA, FCT, OCN, SHR, DF*)
- 4/5: Labels & ID Sticker delivered (*GLN, HAR, DWN*)
- 4/6: Order prepacks and bulk (*TOSA, FCT, OCN, SHR, DF*)
- 4/6: Coffee, labels & ID Sticker delivered (*WFB*)
- 4/7: Order prepacks and bulk (*DWN, HAR*)
- 4/7: Order bulk (*GLN*)
- 4/8: Coffee delivered (*TOSA, FCT, OCN, SHR, DF*)
- 4/9: Coffee delivered (*GLN, HAR, DWN*)
- 4/10: Set-up cafe after close: use planogram & checklist for shelves, prep COD, make Coffee ID sticker, etc.
- **4/11: Launch Total Eclipse**



## LAUNCH INFO

**4/14 - 4/15 MILWAUKEE DAY PROMOTION:** We're celebrating the 414 with a customer giveaway!

- **SUNDAY 4/14 Cafe Promo - The Good Land Samples:** Each cafe will prepare sample bags of The Good Land to give away on Sunday 4/14!
  - **ORDER INSTRUCTIONS:**
    - The offer is one per person and will not be not on mobile app.
    - Cafes will prepare these samples in cafe by EOD Saturday 4/13. Prepare the giveaway bags for your cafes as follows:
      - DF, OCN, TOSA: 75 sample bags [= 7.9 lbs for ordering purposes], 1 hr bagging
      - HAR, GLN, FCT, SHR: 100 sample bags [= 9.5 lbs for ordering purposes], 1-1.5 hrs bagging
      - DWN: & WFB: 140 sample bags [= 14.9 lbs for ordering purposes], 2 hrs bagging
    - **IN ADVANCE:**
      - 4/3: Coaches, add 1-2hrs of designated hero time to your W2 schedule for a team member to prepare sample bags
      - 4/4 - 4/5: All cafes order Good Land Sample Labels with your label orders
      - 4/4 - 4/9: All cafes order enough sample bags to fill your displays AND 414 Day samples
      - 4/8 - 4/9: All cafes be sure to order enough BULK Good Land to fill your sample bags
    - 4/12 - 4/13: Prepare sample bags and keep near registers in prep for Friday's giveaway.
    - 4/14: Offer each customer a Good Land Sample to celebrate 4/14 day til you've given all your Good Land samples away!
  - **4/12 - 4/13: Prepare sample bags and keep near registers in prep for Friday's giveaway.**
  - **4/14: Offer each customer a Good Land Sample to celebrate 4/14 day til you've given all your Good Land samples away!**
- **SUNDAY 4/14 - MONDAY 4/15 Online Only Promo:**
  - Orders over \$50 Get free The Good Land half-pound
  - Orders over \$100 Get free The Good Land half-pound & one-pound of Cream City

**4/29 COMMUNITY DAY:** *The date has been updated to April 29th!* It's Community Day at SCC! Customers can come into any cafe and get a free 12 oz coffee. No exchanges. This promo is not available on our mobile app and one per person. To ring up in Square, use the "Community Day Free Drip" button.



## WHAT'S COMING UP

- 4/18 Farm to Cup Tee, Kiwi Blossom Bolivia Small Batch, & Pink Honey Java Bolivia Reserve
- 4/25 Moth Can Glass
- 5/2 Kiwi Blossom Bolivia as Seasonal 'Spro, Corina's My Brew Short Run, & Ring of Fire Returns
- 5/16 TBD Geisha Reserve
- 5/23 Wonderberry Jam Ethiopia Small Batch
- 5/30 TBD My Brew Short Run

<b>AB Poster Schedule</b>	<p><b>3/14:</b> 30 year License Plate Tee  <b>3/28:</b> Spring Drinks  <b>4/11:</b> Mushroom Mug  <b>4/25:</b> Kiwi Blossom</p>						
<table border="1" data-bbox="139 936 638 1461"> <thead> <tr> <th data-bbox="139 936 386 978"><b>Golden Plum</b></th> <th data-bbox="394 936 638 978"><b>Guava Banana</b></th> </tr> </thead> <tbody> <tr> <td data-bbox="139 978 386 1199">           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         </td> <td data-bbox="394 978 638 1199">           Rinse Water: 200g            Grind Size: 14            Coffee In: 24g            Bloom (30 sec): 70g            Brew Time: 1:50-2:40            Brew Water: 360g            Final Cup: 12oz         </td> </tr> <tr> <td data-bbox="139 1199 386 1461"></td> <td data-bbox="394 1199 638 1461"></td> </tr> </tbody> </table>	<b>Golden Plum</b>	<b>Guava Banana</b>	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	Rinse Water: 200g Grind Size: 14 Coffee In: 24g Bloom (30 sec): 70g Brew Time: 1:50-2:40 Brew Water: 360g Final Cup: 12oz			<p><b>3/14:</b> Golden Plum Bolivia, Guava Banana, and Boneshaker Colombia.  <b>4/4:</b> Tropical Punch Colombia, Golden Plum Bolivia, and Guava Banana (use Boneshaker Colombia once the Reserve is out).</p>
<b>Golden Plum</b>	<b>Guava Banana</b>						
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<b>Cafe Seasonal 'Spro Menu</b>	<p><b>3/7:</b> Golden Plum Bolivia</p> <ul style="list-style-type: none"> <li>• <b>In:</b> 18.8-19.4 g</li> <li>• <b>Out:</b> 40-44 g</li> <li>• <b>Time:</b> 28-32 seconds</li> </ul>						
<b>Online Only Promotions</b>	<p><b>3/14 - 3/20:</b> \$2 off Black Sheep Pints and Come This Far Can Glasses  <b>3/21 - 3/25:</b> Mug Giveaway when spending over \$50</p>						
<b>Online Only Launches</b>	<p><b>2/29 - 3/27:</b> Brew Better Bundle of the Month</p>						