

# WEEKLY OPS RECAP

QUARTER 1, WEEK 12  
3/18/2024 - 3/24/2024



## 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.

**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!

**GREEN BIKE ADJUSTMENTS:** As a follow-up to last week's note, the parameters for the new Green Bike composition will stay exactly the same as our current ones, however the tasting notes are being updated to: Orange, Dark Chocolate, Cranberry. Stay tuned for updated dial-in card with these new notes coming to cafes soon.

- For confirmation; the parameters are:
  - **In:** 19-19.4g
  - **Out:** 40-46g
  - **Time:** 26-30 sec



## OPERATIONS

**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)

### 3/28 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

*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 (This will replace the Short Sleeve Organic \$26 price sticker moving forward so all tees can use the same price sticker.)
    - Impact Sticker: Recycled
- **3/26:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, SHR, DF*)
- **3/26:** Order tee (*TOSA, FCT, DF*), price & impact stickers (*TOSA, FCT, SHR, DF*)
- **3/27:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **3/27:** Order tee (*HAR*), price & impact stickers (*GLN, HAR, DWN*)
- **3/28:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **3/28:** Tee arrives (*TOSA, FCT, DF*), price & impact stickers arrive (*TOSA, FCT, SHR, DF*)
- **3/28:** Order tee, price, & impact stickers (*WFB*)
- **3/29:** Tee arrives (*HAR*), price & impact stickers arrive (*GLN, HAR, DWN*)
- **3/30:** Order tee (*SHR*)
- **3/30:** Tee and price & impact stickers delivered (*WFB*)
- **3/31:** 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. Please transfer Fibonacci Tee to FCT Cafe with Return Slip.
- **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.



## LAUNCH INFO

### 4/18 FARM TO CUP 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: Organic
- **4/9:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, SHR, DF*)
- **4/9:** Order tee (*TOSA, FCT, DF*), price & impact stickers (*TOSA, FCT, SHR, DF*)
- **4/10:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **4/10:** Order tee (*HAR*), price & impact stickers (*GLN, HAR, DWN*)
- **4/11:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **4/11:** Tee arrives (*TOSA, FCT, DF*), price & impact stickers arrive (*TOSA, FCT, SHR, DF*)
- **4/11:** Order tee, price, & impact stickers (*WFB*)
- **4/12:** Tee arrives (*HAR*), price & impact stickers arrive (*GLN, HAR, DWN*)
- **4/13:** Order tee (*SHR*)
- **4/13:** Tee and price & impact stickers delivered (*WFB*)
- **4/14:** Order tee (*GLN, DWN*)
- **4/15:** Tee arrives (*SHR*)
- **4/16:** Tee arrives (*GLN, DWN*)
- **EOD 4/17:** Set-up cafe after close for launch using plan-o-gram & checklist for ALL displays.
- **4/18: Farm to Cup Tee Launch**



## WHAT'S COMING UP

- 4/18 Kiwi Blossom Bolivia Small Batch & Pink Honey Java Bolivia Reserve
- TBD 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 Colombia Reserve
- 5/23 Wonderberry Jam Ethiopia Small Batch
- 5/30 TBD Short Run

<b>AB Poster Schedule</b>	<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				
<table border="1" data-bbox="138 934 634 1461"> <tr> <td data-bbox="138 934 386 1203"> <b>Golden Plum</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         </td> <td data-bbox="389 934 634 1203"> <b>Guava Banana</b>            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="138 1207 386 1461"> <b>Tropical Punch</b>  <i>Coming Soon</i> </td> <td data-bbox="389 1207 634 1461"></td> </tr> </table>	<b>Golden Plum</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	<b>Guava Banana</b> 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	<b>Tropical Punch</b> <i>Coming Soon</i>		<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).
<b>Golden Plum</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	<b>Guava Banana</b> 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				
<b>Tropical Punch</b> <i>Coming Soon</i>					
<b>Cafe Seasonal 'Spro Menu</b>	<b>3/7:</b> Golden Plum Bolivia <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>4/11:</b> Tropical Punch Colombia				
<b>Online Only Promotions</b>	<b>3/21 - 3/27:</b> \$5 Off KK Straw Tumbler <b>3/21 - 3/25:</b> Mug Giveaway when spending over \$50				
<b>Online Only Launches</b>	<b>2/29 - 3/27:</b> Brew Better Bundle of the Month				