

WEEKLY OPS RECAP

QUARTER 1, WEEK 10
3/4/2024 - 3/10/2024



OPERATIONS

PROFESSIONAL DEVELOPMENT CLASS - THE BUSINESS OF COFFEE: We are excited to share with you that we will be hosting The Business of Coffee Professional Development Class on Monday, March 11th from 2-5pm! This class is run by Drew, the Director of Development, at the Factory. This class is available to both part time and full time team members to use Professional Development Time. If you are interested in attending, please RSVP with the link that'll be sent in the upcoming Employee Newsletter. We hope to see you there!

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.

3/10 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.

DECAF CREAM CITY UPDATE: As of 3/7, Decaf Cream City will be composed of 100% medium Brazil. Stay tuned for updated Coffee Notification Sheets coming to cafes and we'll let you know updated dial-in information in the coming days.



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 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**



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 GUAVA BANANA COLOMBIA RESERVE LAUNCH - We'll be launching a limited amount of this Reserve coffee in our cafes and website. This will be available on our mobile app. Employees can NOT take this for their markout, if you like the sample sent to you, you can purchase it with your employee discount.

12oz: \$32.00

Order Quantity: ***DO NOT ORDER ANY OTHER # THAN WHAT IS LISTED BELOW***

We will have a limited amount available for cafes to reorder as you sell through your initial inventory. As you sell through your inventory, please reorder to keep the following shelf-pars. We will have multiple roast dates that will allow us to keep the coffee fresh. The Production team will turn this product off when we work through our inventory.

- **GLN, FCT, DWN** - 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)

Brew Bar: As a special treat, this coffee will be offered on Brew Bar, while supplies last! Use one of the bags that you've ordered for this. There will be a \$2 upcharge for customers who order this on Brew Bar. Use the "Reserve v60" button in square to ring this up. On end of day 3/13, write "+\$2.00" next to the coffee name on the Brew Bar Menu Board. Please ensure +\$2.00 is written clearly to indicate the upcharge to the customers. **Brew Bar coffees will be:** Golden Plum Bolivia, Guava Banana, and Boneshaker Colombia.

- Check your stock of \$32 Reserve Price Stickers. Order more if needed!
- **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*)
- **3/7:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **3/7:** Order Reserve (*WFB*)
- **3/9:** Order Reserve (*TOSA, FCT, OCN, SHR, DF*)
- **3/9:** Coffee delivered (*WFB*)
- **3/10:** Order Reserve (*GLN, HAR, DWN*)
- **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, brew bar \$2 upcharge note addition on menu board, prep brew bar, etc.
- **3/14:** Launch Guava Banana Colombia Reserve

3/14 GUAVA BANANA SEASONAL COLD BREW FOR WHITEFISH BAY: Starting on 3/7 (your order date for the new Reserve listed above), when you order Seasonal Cold Brew, Guava Banana will be sent. Please continue to run through your existing inventory of Oak Barrel before brewing Guava Banana. Monitor inventory closely to eliminate markout.



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 and Bryan 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 mug (*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 mug (*HAR*), price & impact stickers (*GLN, HAR, DWN*)
- **3/14:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **3/14:** Mug arrives (*TOSA, FCT, DF*), price & impact stickers arrive (*TOSA, FCT, OCN, SHR, DF*)
- **3/14:** Order mug, price, & impact stickers (*WFB*)
- **3/15:** Mug arrives (*HAR*), price & impact stickers arrive (*GLN, HAR, DWN*)
- **3/16:** Order mug (*SHR, OCN*)
- **3/16:** Mug and price & impact stickers delivered (*WFB*)
- **3/17:** Order mug (*GLN, DWN*)
- **3/18:** Mug arrives (*SHR, OCN*)
- **3/19:** Mug 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**



LAUNCH INFO

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

3/28 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

3/28 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
- **3/19:** Order Tasting Sample Bag Labels (*TOSA, FCT, OCN, SHR, DF*)
- **3/19:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **3/20:** Order Tasting Sample Labels (*GLN, HAR, DWN*)
- **3/20:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **3/21:** Labels arrive (*TOSA, FCT, OCN, SHR, DF*)
- **3/21:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **3/21:** Order prepacks and Tasting Sample Labels (*WFB*)
- **3/22:** Labels arrive (*GLN, HAR, DWN*)
- **3/23:** Labels and Coffee delivered (*WFB*)
- **3/23:** Order prepacks (*TOSA, FCT, OCN, SHR, DF*)
- **3/24:** Order prepacks (*GLN, HAR, DWN*)
- **3/25:** Coffee delivered (*TOSA, FCT, OCN, SHR, DF*)
- **3/26:** Coffee delivered (*GLN, HAR, DWN*)
- **3/27:** Set-up cafe after close: use planogram & checklist for shelves, brew bar, etc.
- **3/28: Launch Tropical Punch Colombia**



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 pint (*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 pint (*HAR*), price & impact stickers (*GLN, HAR, DWN*)
- **3/21:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **3/21:** Pint arrives (*TOSA, FCT, DF*), price & impact stickers arrive (*TOSA, FCT, OCN, SHR, DF*)
- **3/21:** Order pint, price, & impact stickers (*WFB*)
- **3/22:** Pint arrives (*HAR*), price & impact stickers arrive (*GLN, HAR, DWN*)
- **3/23:** Order pint (*SHR, OCN*)
- **3/23:** Pint and price & impact stickers delivered (*WFB*)
- **3/24:** Order pint (*GLN, DWN*)
- **3/25:** Pint arrives (*SHR, OCN*)
- **3/26:** Pint arrives (*GLN, DWN*)
- **EOD 3/27:** Set-up cafe after close for launch using plan-o-gram.
- **3/28: Sip Slowly Pint Glass Launch**

4/1 COMMUNITY DAY: 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

4/4 WESTERN TEE LAUNCH

\$26.00

- **First Order Quantity/Other Notes:** *Check planograms for each cafe's shelf pars*
 - 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*



WHAT'S COMING UP

- 3/21 Jackson Sweet Potato Chips
- 3/31 Easter
- 4/11 - 4/24 Gift Card Giveback
- 4/11 32 oz MiiR Floral All Day Straw Cup, Tropical Punch Colombia Small Batch as Seasonal 'Spro, & TBD Seasonal Dark
- 4/14 - 4/15 MKE Day Promotion
- 4/18 Farm to Cup Tee, Kiwi Blossom Bolivia Small Batch, & Pink Honey Java Bolivia Reserve
- 4/25 Moth Can Glass

AB Poster Schedule	2/29: Golden Plum Bolivia Small Batch 3/14: 30 year License Plate Tee 3/28: Bloom 4/11: Mushroom Mug				
<table border="1"> <tr> <td data-bbox="136 940 386 1203"> 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="394 940 636 1203"> 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="136 1213 386 1518"> 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 </td> <td data-bbox="394 1213 636 1518"></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	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		2/15: Golden Plum Bolivia, Oak Barrel Ecuador, and Hazy Peach Ethiopia (use Boneshaker Colombia once the Reserve is out). 3/14: Golden Plum Bolivia, Guava Banana, and Boneshaker Colombia. 3/28: Tropical Punch Colombia, Golden Plum Bolivia, and Guava Banana (use Boneshaker Colombia once the Reserve is out).
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				
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Cafe Seasonal 'Spro Menu	3/7: Golden Plum Bolivia <ul style="list-style-type: none"> • In: 18.8-19.4 g • Out: 40-44 g • Time: 28-32 seconds 				
Online Only Promotions	3/7 - 3/13: 15% off Sales & Bundles 3/21 - 3/25: Mug Giveaway when spending over \$50				
Online Only Launches	2/29 - 3/27: Brew Better Bundle of the Month				