

# WEEKLY OPS RECAP

QUARTER 2, WEEK 3  
4/15/2024 - 4/21/2024



## OPERATIONS

**SPRING DEEP CLEANING** (Monday 4/15 - Sunday 5/19): Clean the Corners!! Quarterly Deep Cleaning time is here, and it's time to give all areas of our spaces some extra TLC as we prepare for a busy spring and summer!

- All Teams - please locate your Deep Cleaning lists.
- If can't find your laminated Deep Cleaning checklist please reach out to your MCC and KS for a replacement ASAP
- Coaches - Assign tasks to team members in Paycor - tasks should be complete during shifts throughout the day/week
- All Quarterly Deep Cleaning tasks are due to be completed by EOD Sunday 05/19 at the latest
- Make a plan to assign & execute your deep cleaning lists - please share this plan with your Team Leader

**SPRING PATIO CARE:** Now that everyone has their patio gear, a few reminders to help us #CreateRemarkableCare and #CleanTheCorners on our patios for the season! Please refer to your Seasonal Patio Guide throughout the season.

- Each cafe has their own inventory of tables, chairs, umbrellas, dog bowls, patio lights, and exterior trash. In the event any of these becomes damaged or needs repair/replacing, please place MRs promptly. Replace light bulbs as needed.
- Patios should be set up by open each day, and secured at (not before) close each evening.
- Patios are an extension of our interior space! These areas need flybys, trash area care, and floor maintenance (sweeping, stain removal) frequently throughout the day. Pull weeds from planters and sidewalk cracks as you see them.

**5/12 MOTHER'S DAY:** To celebrate mom, we'll be giving a free small 12oz coffee to all moms (or \$2.75 towards their drink of choice). Ring this up in Square using the "Free Coffee (Or \$2.75 off) Promo" Coupon. This is not applicable on our mobile app and one per person. In the event a customer's order is below the minimum and they do not have cash, please "Other Coupon" the remaining \$0.25. Cafes, please make a small chalkboard sign that states "\$1 minimum required for credit card purchases" to put up on Mother's Day. Please note that if someone wants to claim this deal, let them claim it. Don't inquire if they are a mom, just give them the deal no questions asked.



## IMPORTANT LAUNCH NOTES

### THE GOOD LAND SHORT RUN

- **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 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!
- 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.
- **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

### 4/18 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. All cafes except FCT: transfer Boneshaker and SCC Coffee Plant Tees to FCT Cafe with a Return Slip. FCT Cafe sell these at regular price on your displays.
- **4/18: Farm to Cup Tee Launch**

**4/18 BIONIC GLOW JUICED! LAUNCH:** Great news, cafes will be ordering Bionic Glow through Engelhardt! Follow your weekly order process for other Juiced! items each week. Please place your initial order of Bionic Glow Juiced! no later than Monday 4/15, ideally an order earlier. As you sell through these, monitor your sales rates of all Juiced! products and adjust as needed to keep a full display in your cold case and minimize markout.

- Initial Order Recommendations:
  - FCT, DWN, WFB, GLN: 2 cases (12 bottles)
  - DF, HAR, OCN, SHR, TOSA: 1 case (6 bottles)



## LAUNCH INFO

**4/25 KIWI BLOSSOM BOLIVIA SMALL BATCH LAUNCH** - *Updated launch date and info below!*

*Small Batch*

16oz: \$24.00

- *Update: This was going to be the May seasonal 'spro, but we've decided to keep Tropical Punch Colombia on as the seasonal 'spro through May.*
- **Brew Bar Menu:** Kiwi Blossom Bolivia, Tropical Punch Colombia, and Pink Honey Java (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
- **4/16:** Order Tasting Sample Bag Labels (*TOSA, FCT, OCN, SHR, DF*)
- **4/16:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **4/17:** Order Tasting Sample Labels (*GLN, HAR, DWN*)
- **4/17:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **4/18:** Labels arrive (*TOSA, FCT, OCN, SHR, DF*)
- **4/18:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **4/18:** Order prepacks and Tasting Sample Labels (*WFB*)
- **4/19:** Labels arrive (*GLN, HAR, DWN*)
- **4/20:** Labels and Coffee delivered (*WFB*)
- **4/20:** Order prepacks (*TOSA, FCT, OCN, SHR, DF*)
- **4/21:** Order prepacks (*GLN, HAR, DWN*)
- **4/22:** Coffee delivered (*TOSA, FCT, OCN, SHR, DF*)
- **4/23:** Coffee delivered (*GLN, HAR, DWN*)
- **4/24:** Set-up cafe after close: use planogram & checklist for shelves, brew bar, etc.
- **4/25: Launch Kiwi Blossom Bolivia**





## LAUNCH INFO

### 4/25 PINK HONEY JAVA BOLIVIA RESERVE LAUNCH - *Updated launch date!*

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 4/24, 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:** Kiwi Blossom Bolivia, Tropical Punch Colombia, and Pink Honey Java (use Boneshaker Colombia once the Reserve is out).

- Check your stock of \$32 Reserve Price Stickers. Order more if needed!
- **4/16:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **4/17:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **4/18:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **4/18:** Order Reserve (*WFB*)
- **4/20:** Order Reserve (*TOSA, FCT, OCN, SHR, DF*)
- **4/20:** Coffee delivered (*WFB*)
- **4/21:** Order Reserve (*GLN, HAR, DWN*)
- **4/22:** Coffee delivered (*TOSA, FCT, OCN, SHR, DF*)
- **4/23:** Coffee delivered (*GLN, HAR, DWN*)
- **4/24:** Set-up cafe after close: use planogram & checklist for shelves, brew bar \$2 upcharge note addition on menu board, prep brew bar, etc.
- **4/25:** Launch Pink Honey Java Bolivia Reserve

**4/25 PINK HONEY JAVA BOLIVIA SEASONAL COLD BREW FOR WHITEFISH BAY:** Starting on 4/17 (your order date for the new Reserve listed above), when you order Seasonal Cold Brew, Pink Honey Java will be sent. Please continue to run through your existing inventory of Guava Banana before brewing Pink Honey Java. Monitor inventory closely to eliminate markout.



## LAUNCH INFO

### 4/25 SIP SLOWLY PATCH & BREW LOVE PATCH LAUNCH

*Sip Slowly Patch: \$6*

*Brew Love Patch: \$6*

- **First Order Quantity/Other Notes:** \*Check planograms for each cafe's shelf pars\*
  - Both Patches: 6 per cafe
    - HARWOOD ONLY - Order Price Stickers if needed: Patch
    - Impact Sticker: N/A
- **4/16:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **4/16:** Order patches (*TOSA, FCT, DF*)
- **4/17:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **4/17:** Order patches (*HAR*), price & impact stickers (*HAR*)
- **4/18:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **4/18:** Patches arrive (*TOSA, FCT, DF*)
- **4/18:** Order patches (*WFB*)
- **4/19:** Patches arrive (*HAR*), price & impact stickers arrive (*HAR*)
- **4/20:** Order patches (*SHR, OCN*)
- **4/20:** Patches delivered (*WFB*)
- **4/21:** Order Patches (*GLN, DWN*)
- **4/22:** Patches arrive (*SHR, OCN*)
- **4/23:** Patches arrive (*GLN, DWN*)
- **EOD 4/24:** Set-up cafe after close for launch using plan-o-gram & checklist for ALL displays.
- **4/25: Sip Slowly & Brew Love Patches Launch**

**4/29 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

### \*\*\*UPDATED\*\*\*5/2 MOTH CAN GLASS LAUNCH & COFFEE-BARA PIN SET

Moth Can Glass: \$6.00

Coffee-Bara Pin Set: \$15.00

- **First Order Quantity/Other Notes:** \*Check planograms for each cafe's shelf pars\*
  - For both glass & pin set: 5 per cafe, except WFB and FCT are 8 per cafe
    - Order Price Stickers: Can Glass and Enamel Pin Set
    - Impact Sticker: N/A
- **4/23:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **4/23:** Order glass and pin set (*TOSA, FCT, DF*), price & impact stickers (*TOSA, FCT, OCN, SHR, DF*)
- **4/24:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **4/24:** Order glass and pin set (*HAR*), price & impact stickers (*GLN, HAR, DWN*)
- **4/25:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **4/25:** Glass and pin set arrive (*TOSA, FCT, DF*), price & impact stickers arrive (*TOSA, FCT, OCN, SHR, DF*)
- **4/25:** Order glass, pin set, price, & impact stickers (*WFB*)
- **4/26:** Glass and pin set arrive (*HAR*), price & impact stickers arrive (*GLN, HAR, DWN*)
- **4/27:** Order glass and pin set (*SHR, OCN*)
- **4/27:** Glass, pin set, and price & impact stickers delivered (*WFB*)
- **4/28:** Order glass and pin set (*GLN, DWN*)
- **4/29:** Glass and pin set arrive (*SHR, OCN*)
- **4/30:** Glass and pin set arrive (*GLN, DWN*)
- **EOD 5/1:** Set-up cafe after close for launch using plan-o-gram & checklist for ALL displays. All cafes FCT transfer Come This Far Can Glass to FCT Cafe.
- **5/2: Moth Can Glass & Coffee-Bara Pin Set Launch**



## LAUNCH INFO

### 5/2 DAYBREAK - CORINA'S "MY BREW" LAUNCH

Short Run

8oz: \$10.00

- This My Brew is brought to you by Corina Lopez, our Master Baker.
- A note from Corina: *I chose the name "Daybreak" because I believe that a cup of coffee is best served bright and early in the morning. It helps me kickstart the day and gives me the energy to get to work. The combination of medium and dark Colombian coffee was the perfect blend to enjoy by itself or along with some added sweetness and cream! It's definitely a roast that all will enjoy.*
- 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 5/23 (final orders before "Last Chance")**
- **4/23:** Marketing materials arrive in cafe with PM delivery (TOSA, FCT, OCN, SHR, DF)
- **4/24:** Marketing materials arrive in cafe with PM delivery (GLN, HAR, DWN)
- **4/25:** Marketing materials arrive in cafe with PM delivery (WFB)
- **4/25:** Order prepacks & bulk (WFB)
- **4/27:** Order prepacks & bulk (TOSA, FCT, OCN, SHR, DF)
- **4/27:** Coffee delivered (WFB)
- **4/28:** Order prepacks & bulk (GLN, HAR, DWN)
- **4/29:** Coffee delivered (TOSA, FCT, OCN, SHR, DF)
- **4/30:** Coffee delivered (GLN, HAR, DWN)
- **5/1:** Set-up after close: use planogram & checklist for shelves, prep COD, etc.
- **5/2: Corina's "My Brew" Short Run Launch**
- **EOD 5/29:** Move to coffee to "Last Chance" area
- *3 weeks post roast date: Pull remainder of bags and brew as COD*





## LAUNCH INFO

### 5/9 MOTH TEA TOWEL LAUNCH

\$12.00

- **First Order Quantity/Other Notes:** \*Check planograms for each cafe's shelf pars\*
  - 5 per cafe, except WFB is 8 per cafe
    - Order Price Sticker: Organic Tea Towel
    - Impact Sticker: Organic
- 4/30: Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- 4/30: Order towel (*TOSA, FCT, DF*), price & impact stickers (*TOSA, FCT, OCN, SHR, DF*)
- 5/1: Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- 5/1: Order towel (*HAR*), price & impact stickers (*GLN, HAR, DWN*)
- 5/2: Marketing materials arrive in cafe with PM delivery (*WFB*)
- 5/2: Towel arrives (*TOSA, FCT, DF*), price & impact stickers arrive (*TOSA, FCT, OCN, SHR, DF*)
- 5/2: Order towel, price, & impact stickers (*WFB*)
- 5/3: Towel arrives (*HAR*), price & impact stickers arrive (*GLN, HAR, DWN*)
- 5/4: Order towel (*SHR, OCN*)
- 5/4: Towel and price & impact stickers delivered (*WFB*)
- 5/5: Order towel (*GLN, DWN*)
- 5/6: Towel arrives (*SHR, OCN*)
- 5/7: Towel arrives (*GLN, DWN*)
- **EOD 5/8:** Set-up cafe after close for launch using plan-o-gram & checklist for ALL displays. Continue selling and ordering Stamp Tea Towel. Look to planograms for display changes.
- **5/9: Moth Tea Towel Launch**

### 5/9 ROY G BIV & JET BLACK 2-PACK COLD BREW BOXES

\$22.00/box

- We are launching the same Cold Brew Boxes that we have online, to streamline the product offerings in cafe and on ecom.
- **First Order Quantity of Each Cold Brew Box:**
  - GLN, DWN, FCT, OCN, WFB - 8 each Roy and Jet
  - DF, HAR, SHR, TOSA - 6 Each Roy and Jet
- 4/30: Order price stickers (*TOSA, FCT, OCN, SHR, DF*)
- 4/30: Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- 5/1: Order price stickers (*GLN, HAR, DWN*)
- 5/1: Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- 5/2: Stickers arrive (*TOSA, FCT, OCN, SHR, DF*)
- 5/2: Marketing materials arrive in cafe with PM delivery (*WFB*)
- 5/2: Order boxes and price stickers (*WFB*)
- 5/3: Stickers arrive (*GLN, HAR, DWN*)
- 5/4: Stickers and boxes delivered (*WFB*)
- 5/4: Order boxes (*TOSA, FCT, OCN, SHR, DF*)
- 5/5: Order boxes (*GLN, HAR, DWN*)
- 5/6: Boxes delivered (*TOSA, FCT, OCN, SHR, DF*)
- 5/7: Boxes delivered (*GLN, HAR, DWN*)
- 5/8: Set-up cafe after close: use planogram & checklist for shelves, etc.
- **5/9: Launch Roy & Jet Cold Brew 2-pack Boxes**



## LAUNCH INFO

### 5/9 32 oz MIIR FLORAL ALL DAY STRAW CUP LAUNCH – *UPDATED DATE!*

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
- **4/30:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **4/30:** Order cup (*TOSA, FCT, DF*), price & impact stickers (*TOSA, FCT, OCN, SHR, DF*)
- **5/1:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **5/1:** Order cup (*HAR*), price & impact stickers (*GLN, HAR, DWN*)
- **5/2:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **5/2:** Cup arrives (*TOSA, FCT, DF*), price & impact stickers arrive (*TOSA, FCT, OCN, SHR, DF*)
- **5/2:** Order cup, price, & impact stickers (*WFB*)
- **5/3:** Cup arrives (*HAR*), price & impact stickers arrive (*GLN, HAR, DWN*)
- **5/4:** Order cup (*SHR, OCN*)
- **5/4:** Cup and price & impact stickers delivered (*WFB*)
- **5/5:** Order cup (*GLN, DWN*)
- **5/6:** Cup arrives (*SHR, OCN*)
- **5/7:** Cup arrives (*GLN, DWN*)
- **EOD 5/8:** Set-up cafe after close for launch using plan-o-gram & checklist for ALL displays.
- **5/9: 32 oz MiiR Floral All Day Straw Cup Launch**



## LAUNCH INFO

**5/16 EL ROBLE GEISHA 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 5/15, 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:** Kiwi Blossom Bolivia, Tropical Punch Colombia, and El Roble Geisha Colombia (use Boneshaker Colombia once the Reserve is out).

- Check your stock of \$32 Reserve Price Stickers. Order more if needed!
- **5/7:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **5/8:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **5/9:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **5/9:** Order Reserve (*WFB*)
- **5/11:** Order Reserve (*TOSA, FCT, OCN, SHR, DF*)
- **5/11:** Coffee delivered (*WFB*)
- **5/12:** Order Reserve (*GLN, HAR, DWN*)
- **5/13:** Coffee delivered (*TOSA, FCT, OCN, SHR, DF*)
- **5/14:** Coffee delivered (*GLN, HAR, DWN*)
- **5/15:** Set-up cafe after close: use planogram & checklist for shelves, brew bar \$2 upcharge note addition on menu board, prep brew bar, etc.
- **5/16: Launch El Roble Geisha Colombia Reserve**

**5/16 EL ROBLE GEISHA COLOMBIA SEASONAL COLD BREW FOR WHITEFISH BAY:** Starting on 4/9 (your order date for the new Reserve listed above), when you order Seasonal Cold Brew, El Roble Geisha Colombia will be sent. Please continue to run through your existing inventory of Pink Honey Java before brewing El Roble Geisha Colombia. Monitor inventory closely to eliminate markout.



## WHAT'S COMING UP

- 5/23 Wonderberry Jam Ethiopia Small Batch, Cappy Dreams Kids Tee, & Coffee Magic Coral Tee
- 5/23 - 5/27 5LB Promotion
- 5/30 Brew Love Short Run
- 6/6 Wonderberry Jam as Seasonal 'Spro, Block Party & Seasonal Bakery/Drinks/Kitchen/Tea
- 6/13 Pink Bourbon Colombia Reserve & Black Honey Small Batch
- 6/27 Joe's My Brew Short Run
- TBD Ring of Fire Returns

<b>AB Poster Schedule</b>	<b>4/11:</b> Mushroom Mug <b>4/25:</b> Kiwi Blossom <b>5/9:</b> KK Straw Tumbler & All Day Mug <b>5/23:</b> Wonderberry Jam				
<table border="1"> <tr> <td data-bbox="139 1056 388 1346"> <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="388 1056 634 1346"> <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="139 1346 388 1608"> <b>Tropical Punch</b>  <i>Coming Soon - Use the standard recipe in the meantime!</i> </td> <td data-bbox="388 1346 634 1608"> <b>Kiwi Blossom</b>  <i>Coming Soon</i>   <b>Pink Honey Java</b>  <i>Coming Soon</i> </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 - Use the standard recipe in the meantime!</i>	<b>Kiwi Blossom</b> <i>Coming Soon</i>  <b>Pink Honey Java</b> <i>Coming Soon</i>	<b>4/11:</b> Tropical Punch Colombia, Golden Plum Bolivia, and Guava Banana (use Boneshaker Colombia once the Reserve is out). <b>4/25:</b> Kiwi Blossom Bolivia, Tropical Punch Colombia, and Pink Honey Java (use Boneshaker Colombia once the Reserve is out). <b>5/16:</b> Kiwi Blossom Bolivia, Tropical Punch Colombia, and El Roble Geisha Colombia (use Boneshaker Colombia once the Reserve is out).
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<b>Cafe Seasonal 'Spro Menu</b>	<b>4/11:</b> Tropical Punch Colombia ( <i>We will keep this on as the May seasonal 'spro as well!</i> ) <ul style="list-style-type: none"> <li>• <b>In:</b> 18.5-19.0g</li> <li>• <b>Out:</b> 44-48g</li> <li>• <b>Time:</b> 25-30 seconds</li> </ul>				
<b>Online Only Promotions</b>	<b>4/18 - 4/24:</b> \$5 off Coffee Line Hoodie				
<b>Online Only Launches</b>	Several different Bundles available				