

WEEKLY OPS RECAP

QUARTER 2, WEEK 1
4/1/2024 - 4/7/2024



OPERATIONS

SPRING DEEP CLEANING (Monday 04/15 - Sunday 05/19): 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 LAUNCH: Warmer weather will be here before we know it! Cafe patio furniture (tables, chairs, umbrellas as applicable) will be coming to cafes in mid-April. Each cafe will also receive cables + combo locks for securing patio furniture every day at close. Please verify that your space has a dog bowl and a cig bucket - if these are missing please place MRs for replacements. Coaches, please work with team members and use the Seasonal Outdoor & Patio Guide to teach and train about expectations and tips for keeping our patios #remarkable all season long. Reach out to your MCC/KS with any questions!

4/4 SPRING TNT - HOEDOWN THROWDOWN: Our next all-company gathering is TONIGHT! Our Thursday Night Throwdown is tonight, 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!

ORDERING GREEN DRAGON FOR COD: We have received our fresh lot of Costa Rica so cafes can begin ordering Green Dragon again as needed for COD. Thanks for accommodating the usage needs while we awaited its shipment.



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 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 + seasonal ‘spro below
 - DF, HAR, SHR, TOSA - 12 prepacks + seasonal ‘spro below
- **4/2:** Order Tasting Sample Bag Labels (*TOSA, FCT, OCN, SHR, DF*)
- **4/2:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **4/3:** Order Tasting Sample Labels (*GLN, HAR, DWN*)
- **4/3:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **4/4:** Labels arrive (*TOSA, FCT, OCN, SHR, DF*)
- **4/4:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **4/4:** Order prepacks and Tasting Sample Labels (*WFB*)
- **4/5:** Labels arrive (*GLN, HAR, DWN*)
- **4/6:** Labels and Coffee delivered (*WFB*)
- **4/6:** Order prepacks (*TOSA, FCT, OCN, SHR, DF*)
- **4/7:** Order prepacks (*GLN, HAR, DWN*)
- **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, brew bar, etc.
- **4/11: Launch Tropical Punch Colombia**



LAUNCH INFO

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**

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**



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 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!
- **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



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**



LAUNCH INFO

4/18 KIWI BLOSSOM BOLIVIA SMALL BATCH LAUNCH

Small Batch

16oz: \$24.00

- **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
- **4/9:** Order Tasting Sample Bag Labels (*TOSA, FCT, OCN, SHR, DF*)
- **4/9:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **4/10:** Order Tasting Sample Labels (*GLN, HAR, DWN*)
- **4/10:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **4/11:** Labels arrive (*TOSA, FCT, OCN, SHR, DF*)
- **4/11:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **4/11:** Order prepacks and Tasting Sample Labels (*WFB*)
- **4/12:** Labels arrive (*GLN, HAR, DWN*)
- **4/13:** Labels and Coffee delivered (*WFB*)
- **4/13:** Order prepacks (*TOSA, FCT, OCN, SHR, DF*)
- **4/14:** Order prepacks (*GLN, HAR, DWN*)
- **4/15:** Coffee delivered (*TOSA, FCT, OCN, SHR, DF*)
- **4/16:** Coffee delivered (*GLN, HAR, DWN*)
- **4/17:** Set-up cafe after close: use planogram & checklist for shelves, brew bar, etc.
- **4/18: Launch Kiwi Blossom Bolivia**

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

4/18 PINK HONEY JAVA BOLIVIA 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 4/17, 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!
- **4/9:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **4/10:** Marketing materials arrive in cafe with PM delivery (*GLN, HAR, DWN*)
- **4/11:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **4/11:** Order Reserve (*WFB*)
- **4/13:** Order Reserve (*TOSA, FCT, OCN, SHR, DF*)
- **4/13:** Coffee delivered (*WFB*)
- **4/14:** Order Reserve (*GLN, HAR, DWN*)
- **4/15:** Coffee delivered (*TOSA, FCT, OCN, SHR, DF*)
- **4/16:** Coffee delivered (*GLN, HAR, DWN*)
- **4/17:** Set-up cafe after close: use planogram & checklist for shelves, brew bar \$2 upcharge note addition on menu board, prep brew bar, etc.
- **4/18:** Launch Pink Honey Java Bolivia Reserve

4/18 PINK HONEY JAVA BOLIVIA SEASONAL COLD BREW FOR WHITEFISH BAY: Starting on 4/11 (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.

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

4/25 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: 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**

5/2 KIWI BLOSSOM BOLIVIA AS SEASONAL 'SPRO:

SEASONAL 'SPRO

- Before open, Green Bike, Decaf, and Seasonal 'Spro must be dialed-in and ready to serve.
- Fill the blank laminated recipe card in with the current Seasonal 'Spro parameters. Use wet erase markers or china markers to fill in these cards so you can erase and reuse them for each launch. Velcro these cards to your Seasonal 'Spro grinder.
- **ORDER NOTES:** Order BULK of Seasonal 'Spro coffees to fill your hoppers. Keep a par of 5LB backstock to keep hoppers full.
- **4/25:** Order 10LB bulk (*WFB*)
- **4/27:** Order 10LB bulk (*FCT, OCN, DF*) // Order 5LB bulk (*TOSA, SHR*)
- **4/28:** Order 10LB bulk (*HAR, DWN*) // Order 5LB bulk (*GLN*)
- **EOD 5/1:** Write in the Seasonal 'Spro "Kiwi Blossom Bolivia" on the line underneath "Seasonal Espresso" on the menu boards.
- **5/2: Kiwi Blossom Bolivia as Seasonal 'Spro**



LAUNCH INFO

5/2 MOTH CAN GLASS LAUNCH

\$6.00

- **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: Can Glass
 - Impact Sticker: N/A
- **4/23:** Marketing materials arrive in cafe with PM delivery (*TOSA, FCT, OCN, SHR, DF*)
- **4/23:** Order glass (*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 (*HAR*), price & impact stickers (*GLN, HAR, DWN*)
- **4/25:** Marketing materials arrive in cafe with PM delivery (*WFB*)
- **4/25:** Glass arrives (*TOSA, FCT, DF*), price & impact stickers arrive (*TOSA, FCT, OCN, SHR, DF*)
- **4/25:** Order glass, price, & impact stickers (*WFB*)
- **4/26:** Glass arrives (*HAR*), price & impact stickers arrive (*GLN, HAR, DWN*)
- **4/27:** Order glass (*SHR, OCN*)
- **4/27:** Glass and price & impact stickers delivered (*WFB*)
- **4/28:** Order glass (*GLN, DWN*)
- **4/29:** Glass arrives (*SHR, OCN*)
- **4/30:** Glass arrives (*GLN, DWN*)
- **EOD 5/1:** Set-up cafe after close for launch using plan-o-gram & checklist for ALL displays.
- **5/2: Moth Can Glass 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: *Coming soon!*
- Cafes will brew this as COD on launch day! Each cafe will order bulk for COD. Brew this until you run out.
- Check your 1/2lb short run price tag stock. Order more if needed!
- Check your inventory of velcro. Order more if needed!
- When the COD signs arrive in cafe add velcro to the back of the signs. Be sure to match up the appropriate side of the velcro in the right spots on each sign. You should only need about two 1in pieces of velcro for each COD sign.
- **Ordering Pars:**
 - GLN, SHR, OCN, HAR, DF, TOSA - 25 prepacks + 10lb bulk
 - DWN, FCT, WFB - 45 prepacks + 5lb bulk
- **Continue ordering to your Short Run par weekly until 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*



WHAT'S COMING UP

- 5/9 Moth Tea Towel, Roy & Jet Black 2-pack Boxes
- 5/16 El Roble Geisha Colombia Reserve & Ring of Fire Returns
- 5/23 Wonderberry Jam Ethiopia Small Batch
- 5/30 Brew Love Short Run

AB Poster Schedule	3/28: Spring Drinks 4/11: Mushroom Mug 4/25: Kiwi Blossom 5/9: KK Straw Tumbler & All Day Mug 5/23: Wonderberry Jam				
<table border="1"> <tr> <td data-bbox="138 1056 388 1346"> 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="388 1056 638 1346"> Guava Banana 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 1346 388 1604"> Tropical Punch <i>Coming Soon</i> </td> <td data-bbox="388 1346 638 1604"> Kiwi Blossom <i>Coming Soon</i> Pink Honey Java <i>Coming Soon</i> </td> </tr> </table>	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	Guava Banana 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	Tropical Punch <i>Coming Soon</i>	Kiwi Blossom <i>Coming Soon</i> Pink Honey Java <i>Coming Soon</i>	3/14: Golden Plum Bolivia, Guava Banana, and Boneshaker Colombia. 4/11: Tropical Punch Colombia, Golden Plum Bolivia, and Guava Banana (use Boneshaker Colombia once the Reserve is out). 4/18: Kiwi Blossom Bolivia, Tropical Punch Colombia, and Pink Honey Java (use Boneshaker Colombia once the Reserve is out).
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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 4/11: Tropical Punch Colombia 5/2: Kiwi Blossom Bolivia				
Online Only Promotions	4/4 - 4/10: \$2 off Bloom 1LBs				
Online Only Launches	Several different Bundles available				